

AMERICAN ROOFER & SIDING CONTRACTOR

**JUNE
1951**

IN THIS ISSUE

ROOF COOLING BY CONTROLLED SPRAY

BUBBLES ON THE ROOF

2-IN-1 DEAL ASSURES SIDING PROFITS

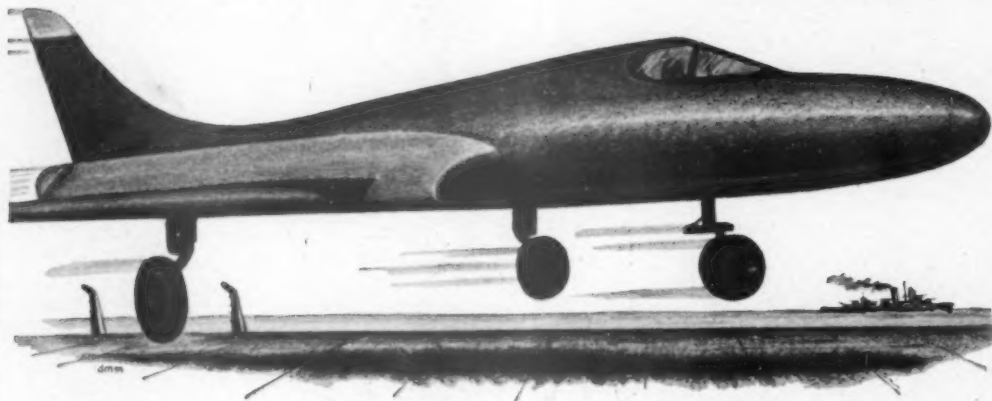
PLENTY OF ASBESTOS AVAILABLE

Published for more than 40 Years



When Uncle Sam says,

"GO!"

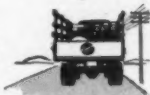


... let Barrett SPEED your Roofing Jobs!

America's great armament program is going to call for a lot of speed in a lot of places. New plants will have to be put up — and old ones reconditioned — "almost over night."

This, in turn, is going to call for a great many new roofs. If you find yourself called on to build a new roof in a *hurry*, you can't do better than to turn to Barrett. Barrett can help you apply the world's longest-lasting built-up roof in the shortest possible time. For Barrett *speeds* your roofing jobs in 3 important ways:

- 1 Barrett speeds specifications.** Ready at hand are Barrett time-tested, scientifically calculated application specifications for almost every built-up roofing problem. These are available to you to provide a sound basis for estimating. They protect you . . . as well as your customer.
- 2 Barrett speeds deliveries.** Strategically located supply points enable us to rush materials to the job when they are needed.
- 3 Barrett speeds application.** Barrett does not have to rely on outside sources of supply for roofing pitch and felt. Because Barrett* pitch and felt are made in our own factories, their production can be controlled to meet demands. Barrett roofers can be sure that they will get materials when they need them. No time lost on the job! Moreover, you can be sure that these materials will be of uniform high quality.



But don't wait until you're up against it before ordering necessary roofing materials. Call or write Barrett today.



THE BARRETT DIVISION

ALLIED CHEMICAL & DYE CORPORATION

40 Rector Street, New York 6, N. Y.

36th St. & Gray's Ferry Ave., Philadelphia 46, Pa.

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*Reg. U. S. Pat. Off.

ANNOUNCING

The New
WHITE MORTAR LINE BRIKSULITE

Available in
RADIANT BLEND
(Red blended bricks)

The first true White Mortar Line insulating siding made. Beautifully textured and scientifically perfected, providing a neat and smart appearance, adaptable to any type of home.

Built on the same nationally known insulating base as other Briksulite Siding panels, combining insulating efficiency with complete weather protection.

For a quality product to make easier, faster sales and new profits, Get the New—

WHITE MORTAR LINE BRIKSULITE

Available for immediate shipment, with many good sales territories still open. Write us for samples and prices.

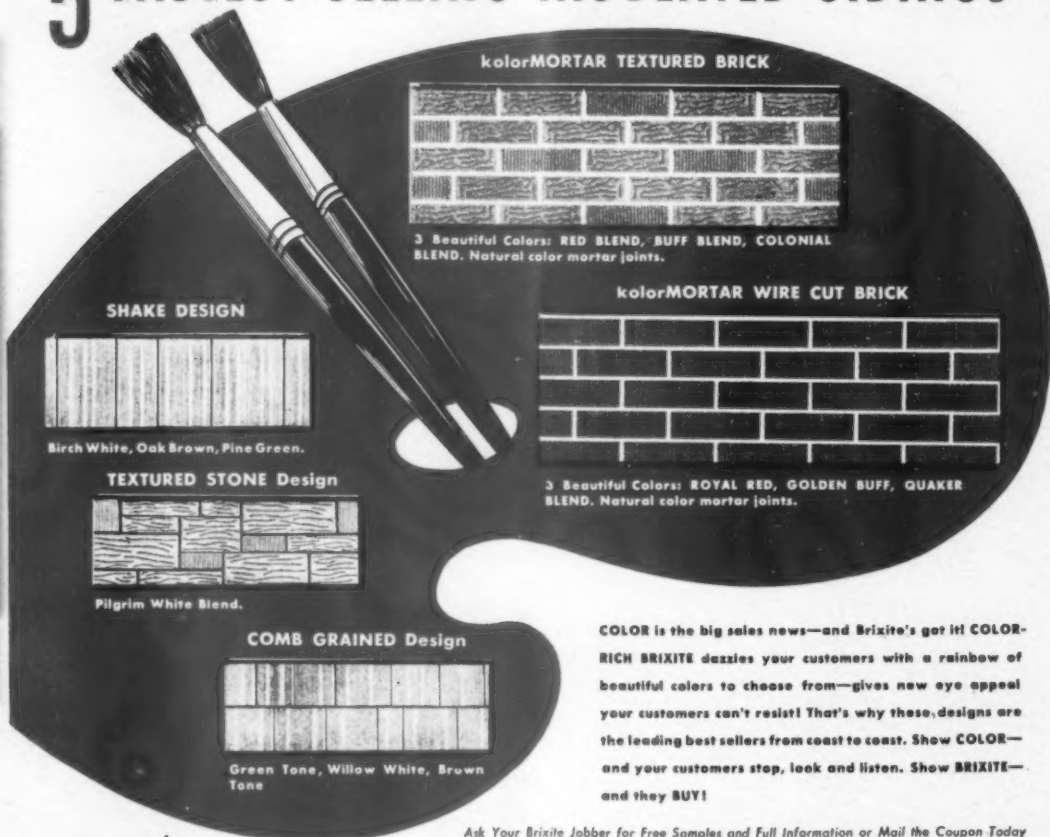
Gold Seal Asphalt Roofing Co.
Chicago Heights, Ill.

Color-Rich


BRIXITE

Makes these America's...

5 FASTEST-SELLING INSULATED SIDINGS




kolorMORTAR TEXTURED BRICK



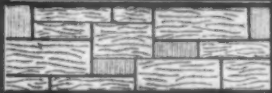
3 Beautiful Colors: RED BLEND, BUFF BLEND, COLONIAL BLEND. Natural color mortar joints.

SHAKE DESIGN




Birch White, Oak Brown, Pine Green.

TEXTURED STONE Design




Pilgrim White Blend.

COMB GRAINED Design



Green Tone, Willow White, Brown Tone

kolorMORTAR WIRE CUT BRICK



3 Beautiful Colors: ROYAL RED, GOLDEN BUFF, QUAKER BLEND. Natural color mortar joints.

COLOR is the big sales news—and Brixite's got it! COLOR-RICH BRIXITE dazzles your customers with a rainbow of beautiful colors to choose from—gives new eye appeal your customers can't resist! That's why these designs are the leading best sellers from coast to coast. Show COLOR—and your customers stop, look and listen. Show BRIXITE—and they BUY!

Ask Your Brixite Jobber for Free Samples and Full Information or Mail the Coupon Today

START
YOUR
PROFITS
ROLLING—
MAIL THIS
COUPON—

GENTLEMEN:

I want to cash in on COLOR-RICH BRIXITE.

- ☐ Send free samples and complete information.
☐ Send name of nearest Brixite Jobber.
☐ Have your salesman call.

FIRM NAME.....
 ADDRESS.....
 CITY.....STATE.....
 ATTENTION.....

BRIXITE

MANUFACTURING CO., INC.
 SOUTH KEARNY, N. J.

"AMERICA'S FINEST INSULATED SIDINGS—
 AMERICA'S MOST BEAUTIFUL COLORS"

REVOLUTIONARY
MAINTENANCE
METHOD MAKES
NEWS!

...AND IT'S MAKING
PROFITS FOR
ROOFERS

a complete package
ADDEX
ROOF SHIELD
Applied cold to existing surfaces

U.S. PATENT NO. 2,503,246

ADDEX ROOF-SHIELD points the way to new business for the enterprising roofer... Addex treated, special asphalts, mechanically reinforced by a non-rotting Glass-Fiber-Mesh, give Roof-Shield its unique appeal to building owners who recognize the limitations of conventional roof coatings and blistering felt cap-sheets.

**NO BLISTERING
NO ALLIGATORING • NO DELAMINATING**

A tough, monolithic blanket, reinforced both mechanically and chemically, Roof-Shield stretches to withstand structural stresses and stubbornly resists oxidation.

Applied direct to worn and alligatored roof surfaces, heavy-duty Roof-Shield tightly conforms to contours, adheres permanently, remains pliant indefinitely. It literally **TOPS OLD ROOFS WITH YEARS OF NEW ROOF PERFORMANCE.**

NEW PROFITS for ROOFERS

Roof-Shield consisting of patented Addex Liquid Asphalt #460 and Glass-Fiber-Mesh, is applied by brush or spray without heat or fire hazard. Light, porous Glass-Fiber-Mesh, in rolls of 5½ squares each, weighs only 2 lbs. per square. And Liquid Asphalt #460 is ready to use from the container. Applying Roof-Shield instead of the conventional hot-mopped, two-ply cap-sheet easily doubles the day's production.

Roof-Shield builds new business and makes new profits for wide-awake roofers.



GLASS-FIBER-MESH

1. Applying a strip of ADDEX Liquid Asphalt #460. It's EASY, by BRUSH or SPRAY.
2. Unrolling and embedding Glass-Fiber-Mesh. Note alligatored old roof surface before applying Roof-Shield.
3. Top-coating embedded mesh.
4. Finish-coating entire roof surface.



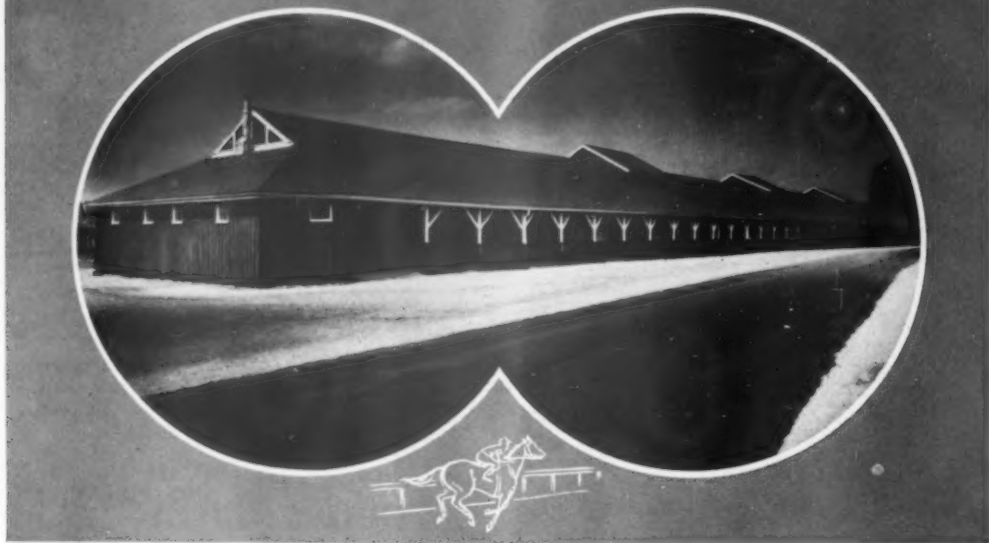
NEW! NOTHING LIKE IT!

This FREE informative booklet contains actual samples of Glass-Fiber-Mesh and ADDEX Liquid Asphalt #460 as applied, with complete description, application and specifications.

ADDEX
CORPORATION

2132 EAST 105th STREET • CLEVELAND 6, OHIO

Here's another Winner at Churchill Downs!



When these stables—housing the most valuable horses in America—required re-roofing, CERTAIN-TEED Universal Asphalt Shingles were selected as the winner because they met every rigid re-roofing requirement:

Universal Shingles, surfaced with carefully selected mineral granules, are fire resistant.

Universal Shingles, with their self-locking feature, provide the exceptional strength required to defy the most vicious winds and driving rains.

Universal Shingles, ideal in size and weight for re-roofing, are laid quickly and easily.

Universal Shingles, economical at the start, provide years of faithful protection.

Universal Shingles, in a variety of colors, add charm to any building.

Back a winner—stock and promote CERTAIN-TEED Universal Asphalt Shingles for any re-roofing requirement.



Certain-teed

REG. U.S. PAT. OFF.

Quality made *Certain*...Satisfaction *Guaranteed*

CERTAIN-TEED PRODUCTS CORPORATION

ARDMORE, PENNSYLVANIA

ASPHALT ROOFING • SHINGLES • SIDINGS

ASBESTOS CEMENT ROOFING AND SIDING SHINGLES

GYPSUM PLASTER • LATH • WALLBOARD • ROOF DECKS

ACOUSTICAL TILE INSULATION FIBERBOARD

born
to be a

WINNER!



*U. S. Pat. No. 2205799,
2282432
Other Patents Pending.

sensational **ALL-NEW**

INSELSTONE

LIGHT MORTAR SHADOWLINE

Tomorrow's big MONEY-MAKER...ready TODAY!

A beautiful insulating siding of Random Ashler narrow stones in the most modern architectural design! Sell the charm of a suburban cottage or the ruggedness of ranch-type design with INSELSTONE... in the newest Light Mortar Shadowline! Write for money-making facts today!

LOOK FOR THIS NAME
INSELBRIC
ON BACK OF EVERY PANEL

MASTIC ASPHALT CORP.

Exclusive Producers of
Inselbric, Inselwood & Inselstone
South Bend, Ind. Elizabeth, N. J.

JONES & BROWN, INC.

National Distributors of
Inselbric, Inselwood & Inselstone
Pittsburgh, Pa.

Jones & Brown, Inc., Dept. SJ1
439 Sixth Ave., Pittsburgh 19, Pa.

I'd like to have the money-making facts about the
all-new INSELSTONE with Light Mortar Shadowline!

I'm a Contractor ☐ Jobber ☐ Dealer ☐

Name _____

Street _____

City _____ Zone _____ State _____

20,000 DEALERS and APPLICATORS have been waiting for...

The REVERSIBLE Panel



NEW

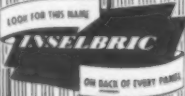
INSELWOOD "7"

THATCH DESIGN

*U. S. Pat. No. 2205798,
2282432
Other Patents Pending.



NO MORE WASTE!
NOW, I JUST TAKE THE CUT-
AWAY PIECE...REVERSE IT...
AND START THE NEXT COURSE!



In gable application, not an inch of Reversible INSELWOOD is wasted!

Saves Time • Saves Materials • Saves Labor

INSELWOOD Thatch Design "7" is another great contribution to your profit opportunities by the makers of Inselbric Products! Overlap and underlap design panels of the new Reversible INSELWOOD permit application from left to right and from right to left! And the horizontal dividing line of Thatch Design "7" gives this panel a seven inch narrow exposure for unusual beauty in wood siding!

All INSELWOOD is now reversible!

Inselwood
Cedar Design

Inselwood
Shake Design



Jones & Brown, Inc., Dept. SJ2
439 Sixth Ave., Pittsburgh 19, Pa.

Sounds interesting! Please tell me more about INSELWOOD Reversible.

Contractor ☐ Jobber ☐ Dealer ☐

Name

Street

City Zone State

MASTIC ASPHALT CORP.

Exclusive Producers of
Inselbric, Inselwood & Inselstone
South Bend, Ind. Elizabeth, N. J.

JONES & BROWN, INC.

National Distributors of
Inselbric, Inselwood & Inselstone
Pittsburgh, Pa.



use **GLOBE** **weldlok**

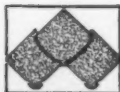
...a shingle with
"HEX" appeal...



weldlok

REG. U. S. PAT. OFFICE

"IT INTERLOCKS"



Note simple, positive interlocking principle. Result: Globe Weldlok Shingles lay faster—grip tighter—won't wind lift.

STRIKING appearance, rich coloring, smart modern appeal—this shingle has "everything"—sells itself at first glance and wins lasting preference through superior performance.

Designed to lock tightly with each other and lay smooth over any surface, GLOBE Weldlok Shingles give the roof an expensive appearance—yet are priced for the great middle market. Self spacing, self aligning, they're easily and quickly applied. No clips or staples necessary. Extremely durable and weather resistant. Don't pass up this opportunity. Write today for full information.

GLOBE ROOFING PRODUCTS CO., INC.
WHITING, INDIANA (CHICAGO SWITCHING DISTRICT)



You Profit from these Added Values-

with

MUNDET CORK ROOF INSULATION

Mundet district offices are located in these cities:

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BOSTON
57 Regent St., North Cambridge 40

CHICAGO 16
2601 Cottage Grove Avenue

CINCINNATI 2
427 West 4th Street

DALLAS 1
505 Southland Life Annex

DETROIT 21
14401 Prairie Street

HOUSTON 1
Commerce and Palmer Streets

JACKSONVILLE 6, FLA.
800 E. Bay St.

KANSAS CITY 7, MO.
1428 St. Louis Avenue

LOS ANGELES
(Maywood)
6116 Walker Avenue

NEW ORLEANS 16
315-25 N. Front Street

PHILADELPHIA 39
856 N. 48th Street

ST. LOUIS 4
2415 South Third Street

SAN FRANCISCO 7
440 Brennan Street

In Canada:
Mundet Cork & Insulation, Ltd.
35 Booth Avenue, Toronto

Write us for name of our nearest representative if there is no Mundet office in your city.

YOU select carefully when you buy products for roof construction, knowing that there are differences in grades and values that affect cost and determine service performance.

Cork, likewise, has differences in grades and values. Because these may not be readily apparent to the buyer, it pays to buy from a known and responsible manufacturing source.

You get cork at its best when you buy Mundet Cork Roof Insulation. It is manufactured domestically, by the steam bake method—a process that offers these money-saving advantages:

- ... greater structural strength.
(the cork is uniformly baked for maximum stability)
- ... lower "K" factor.
(this means HIGH insulating value)
- ... lighter weight.

Mundet Cork Roof Insulation is available not only in size 12" x 36", but also in two additional sizes: 18" x 36" and 24" x 36". This range of choice permits greater economy in laying. Mundet makes cork cant strips in required sizes and angles.

Estimates and services are provided promptly thru Mundet branch offices. Call on us now. Mundet Cork Corporation, Insulation Division, 7101 Tonnelle Ave., North Bergen, N. J.

MUNDET CORK

• ROOF INSULATION •

A cinch for the applicator...a clinch for the sale! REYNOLDS ALUMINUM REFLECTIVE INSULATION



"No awkward bulk ... 250 sq. ft. in one 15-lb. roll!"

"Heat-reflecting magic intrigues customers...perfect vapor barrier, too!"

"All you need is scissors and a stapler!"

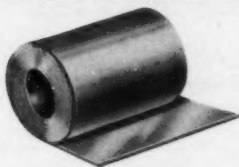
Embossed aluminum foil on both sides of kraft paper (Type B), or one side (Type C). Reflects up to 95% of radiant heat. Keeps interiors up to 15° cooler in summer. Big winter heat-saver. Clean, pliable, quickly stapled or tacked under rafters, over ceiling joists, between studs.

Widths: 25", 33", 36"
In boxed rolls of 250 sq. ft.



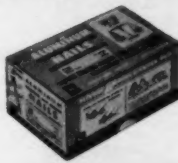
REYNOLDS Lifetime ALUMINUM GUTTERS & DOWNSPOUTS

Rustproof permanence and stain-free beauty at low price! Add these gutters to your roofing business as soon as you can. 5" Ogee and Half-Round, smooth or stippled finish. Also 6" Industrial Half-Round. Slip-joint connectors—no soldering. Complete accessories.



REYNOLDS Lifetime ALUMINUM FLASHING

Rustproof flashing at less than half the cost of other rustproof materials. Non-staining, too! Easiest to cut, shape and trim. In 50-foot rolls of 14", 20" and 28" width, .019" thickness...and 20" width in .024" thickness. Also flat sheet 28" wide in lengths up to 12'.



REYNOLDS Lifetime ALUMINUM NAILS

Essential with aluminum application; best for all wood and composition roofing. Drive well. Hold firm. Can't rust loose. Almost three times as many nails per pound. Types and sizes for every roofing use, with or without neoprene washers. Also for siding and wallboard.

REYNOLDS ALUMINUM

Military needs for aluminum affect supply; keep checking. Call the Reynolds Dealer or Office listed under "Building Materials" in your classified phone book. Or write Reynolds Metals Company, Building Products Division, 2004 S. Ninth Street, Louisville 1, Ky.

The DOUBLE Life of HYDE ROOFING KNIVES

Hyde's No. 10 Roofing Knife leads a *double* life—yes, gives you *double* wear because of its two-point blade. Made from Hydex steel, expertly heat treated, ground and honed, it provides extra toughness and sharpness. Easy blade release enables you to change blades in just 10 seconds! Handle and blade holder will last indefinitely. Specify HYDE Roofing Knives—for lasting satisfaction.

HYDE MANUFACTURING CO.
SOUTHBIDGE, MASS., U. S. A.



Aeroil Heet-Master Kettles RUGGED - EFFICIENT - ECONOMICAL



- HIGHEST MELT RATE
- LOWEST FUEL COST

- SPEEDIER — MORE
UNIFORM HEAT —
QUALITY INSULATION

The Aeroil Heet-Masters are a "kettleman's delight"—perfected heat circulation permits hot melt draw-off within record time—insulated kettle coolest to work around—for more production on far less fuel—long-lived efficient burner—immersion tube unit easily removed for cleaning—burner well can be locked for protection. MEET-MASTERS are built for TOUGH USAGE.

Kettles available on Skids—Steel Wheels—Hard Rubber Tires—and Pneumatic Tired modern automotive disc type wheels. CAPACITIES: 30 — 55 — 80 — 115 — 175 and 230 gals.

Aeroil Quality Roofing Tools and Accessories include ROOF PUMPS — HOIST WHEELS — BURNERS AND TORCHES — POWER HOISTS — ROOFING BEAMS — MOPS AND PARTS — CORK DIP PANS — SCRAPERS — MOP CARTS — BLOWTORCHES — BUCKETS AND POTS — GRAVEL HOPPERS — LADDER AND ROOF BRACKETS — and many other tools.

WRITE FOR AEROIL CATALOGUE 418-A

AEROIL PRODUCTS COMPANY, INC.
SOUTH HACKENSACK, NEW JERSEY

CHICAGO
LOS ANGELES
JACKSONVILLE

SAN FRANCISCO
SEATTLE

DALLAS
PITTSBURGH
DEDHAM, MASS.

The 1951 Edition of ROOFING, SIDING and BUILDING SPECIALTIES MANUAL

"Worth its weight in gold."
"We think your Manual is terrific."
"The Bible of the Industry."



Those are just a few of the comments the 1950 edition produced.

Order
Now

\$3.00

Postpaid

AMERICAN ROOFER
425 - 4th Ave., New York 16, N. Y.

Please send me.....copies of the 1951
Roofing, Siding and Building Specialties Manual.

NAME..... TITLE.....

COMPANY.....

ADDRESS.....

Don't Miss These Important Articles in the 1951 Edition:

- ★ COMPLETE SECTIONS ON SIDING, BUILT UP ROOFING, STEEP ROOFING, FLASHINGS, ETC., INCLUDING THE LATEST APPLICATION TECHNIQUES.
- ★ ARTICLES ON SUCH DIVERSE AND IMPORTANT TOPICS AS MANAGEMENT, NAILS, NEW TOOLS AND PRODUCTS.
- ★ COMPLETE DISCUSSION OF SUCH SPECIALTY ITEMS AS COMBINATION WINDOWS, ALUMINUM AWNINGS, METAL TILE, ETC.
- ★ COMPLETE SECTIONS ON SELLING, TRAINING SALESMEN, ADVERTISING, BUILDING YOUR VOLUME, etc.

Order
Your Copy
NOW!!!





Street of new homes in Searhurst Subdivision, Cuyahoga Falls, Ohio. "Century" Siding Shingles used on all 166 homes in this project.

ARCHITECTS: Firestone & Firestone.
CONTRACTORS: Heslop Building & Realty Company.

Color...protection...beauty...economy...

the owner-appeals
that sell

"Century"

ASBESTOS-CEMENT SIDING SHINGLES



"Century" No. 57 Siding Shingles give low-cost coverage because of large unit size.

Original manufacturers
of Asbestos-Cement Shingles
in this Country



Build your business and increase your profits with "Century" Asbestos-Cement Siding Shingles! Use these established "reasons why" to appeal to your prospects:

Colors alone close many a sale! The attractive colors in the "Century" selection—SHELL WHITE, SUN-GLO BUFF, SEA GULL GRAY and FATHOM GREEN—give you a range to meet every owner's ideas on architectural appeal, distinctive styling, and harmony with surroundings. And "Century" colors won't weather out—they are built in the shingles for permanent attractiveness!

Multiple protection has real sales value! Just consider: "Century" Siding Shingles protect against weather—won't rust or rot . . . resist rodents and termites . . . can not burn. Any prospect is interested in points like these!

Built-in beauty for lasting good looks! Deep cypress graining—a permanent part of the "Century" surface—gives authentic appearance of weathered wood; adds to the beauty and charm of any home. Butt lines can be either straight or wavy to suit customer's preference.

And the two-way economy appeals to all! First, "Century" Siding Shingles are moderate in initial cost—large 12" x 24" shingles go on quickly, easily, inexpensively. Secondly, there's virtually no maintenance cost on "Century" Shingles—they don't even need protective painting to keep their beauty through the years!

These are proved sales facts you can use to build your business with "Century" Asbestos-Cement Siding Shingles. For further information, ask your Keasbey & Mattison dealer, or write us direct.

KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA

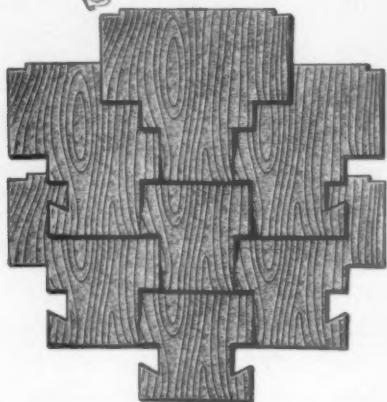
See what we mean

WHEN WE SAY

TEX-LOK is...

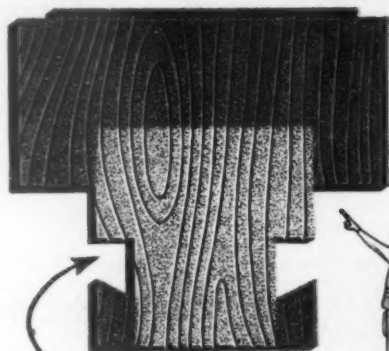


INTERLOCKING!



This interlocking type shingle has been tested in every weather—and has weathered every test! Self-aligning plus interlocking makes for easy, fast application. Concealed nailing at four points plus interlocking means TEX-LOK is locked down to stay put!

DOUBLE COVERAGE!



ONLY 42% EXPOSURE

It's a fact—only 42% surface of each TEX-LOK is exposed to the weather. (See light area on shingle above.) So—it's double coverage plus. An average of more than two interlocking thicknesses of rugged asphalt shingles over the entire roof area.



THERE'S NO BETTER SHINGLE VALUE ON THE MARKET TODAY!

Heavy duty, double coverage, interlocking—and fire-resistant. For new construction or re-roofing, for farm and commercial buildings. Good-looking on the roof, too. In a selection of beautiful colors, plain or textured surface.

And—TEX-LOK carries the name that millions know and trust—TEXACO. There's

no finer name in roofing. There's no better shingle value on the market today!

★ ★ ★

TEX-LOK shingles are available in the areas currently served from roofing plants located at Lockport, Illinois; Port Neches, Texas and Port Wentworth, Georgia.

In the East, it's TEX-LATCH



Another top-performing Texaco asphalt shingle — TEX-LATCH. Heavy duty, double coverage, interlocking — similar to Tex-Lok except in method of locking tabs. Available in the areas served from the Edge Moor, Delaware roofing plant.



TEXACO
Asphalt
Roofing Products
THE TEXAS COMPANY

MEMBER OF THE
ASPHALT ROOFING INDUSTRY BUREAU

LIFETIME INDUSTRIES, INC.



W Abesch 5213
151 South Fifth Street
Louisville 2, Kentucky

WHY "LIFETIME ALUMINUM SIDING" IS A LIFETIME
BUSINESS THAT NEW DEALERS AND APPLICATORS
SHOULD START WORKING ON NOW!

This is an open letter to the trade -- important for your future business profits!

Let's set the record straight on the Aluminum Siding situation. There's a lot of misinformation around. But the truth is always good. In fact, in this case, the truth is a lot better than you probably think.

Lifetime Industries is doing its level best in supplying Lifetime Aluminum Siding to present customers -- consistent with government regulations and with the primary needs of national defense. We have every expectation of continuing to serve these good customers in the months ahead. Obviously we cannot assure immediate deliveries to new accounts, as our primary obligation rests with our old accounts.

But one fine morning we're going to wake up and find ourselves swept upward in a really big Aluminum Siding boom -- with plentiful supply. We know we've got what American homeowners want. The fact that, right now, there's more wanting than getting only makes people want harder. When the nation's expanded aluminum production is once again released, the enterprising dealer or applicator will have a Lifetime Business ready made with Lifetime Aluminum Siding.

Now is the best of all times for new customers to get acquainted with the product that can build a Lifetime Business for you.

We are now in a position to help you plan. We can help you organize. We can teach you all the techniques that experience has taught us, about the sale and application of Lifetime Aluminum Siding. Experience that is making big profits for present customers!

In short, we can get you all ready for B-Day, when the boom starts.

Drop us a line, today. Just say "I am interested -- give me the facts on this Lifetime Business."

LIFETIME INDUSTRIES, INC.



Here is just a sample of one of the many recent large jobs built with Lifetime Aluminum Siding—8-inch aluminum panels finished in factory-baked white enamel, with special locking feature that hides all nails.

AMERICAN ROOFER

and SIDING CONTRACTOR

JUNE

1951

Plenty of Asbestos Siding Available Now, Says Association Manager

The news about materials has been mostly bad these last few months, so it is a pleasure to present the following report on the availability of asbestos siding.

WHILE some types of asbestos fibers have been placed on the National Production Authority's list of 55 essential minerals which must not be hoarded, there is little likelihood that a fiber shortage will curtail the manufacture of asbestos-cement building materials, according to Chester C. Kelsey of New York, manager of the Asbestos-Cement Products Association.

Mr. Kelsey said the anti-hoarding ban applies only to certain grades of long fiber used principally for fireproof textiles and electrical insulation. Asbestos building materials, which include roofing and siding shingles, building board and corrugated sheets, are made from short fibers combined with portland cement.

Highest in History

Production and sales of asbestos-cement products reached the highest point in history in 1950, Mr. Kelsey reported, and during much of the year the materials were in short supply. Their availability in 1951, he said, will

depend largely on the extent of the repair and modernization market. Asbestos siding, the chief item in the line, is the most widely used re-siding material.



CHESTER C. KELSEY

As Manager of the Asbestos-Cement Products Association Mr. Kelsey travels all over the country furthering the cause of this important product to the industry.

During World War II, Mr. Kelsey recalled, asbestos-cement materials were not listed as critical and thus could be purchased freely for permissible building and improvements. In fact, he said, the government encouraged their use as a means of stimulating production of critically needed long asbestos fibers. Both long and short fibers are produced in the same mining operation.

For each ton of long fiber mined,

many tons of short fiber are produced, Kelsey explained. Thus, he said, any steps the government takes in the future to increase production of long fiber asbestos may be expected to make more short fibers available for asbestos-cement products.

The relatively favorable prospect for supplies of asbestos-cement building materials is fortunate from the standpoint of the nation's present housing situation, Mr. Kelsey declared.

"Conservation of existing housing will rise in importance as government restrictions on new construction take effect and asbestos-cement products are especially well adapted to this conservation," he said.

"Because the exterior of a house has to take the punishment of weather, it is usually the siding or roofing that first needs repairs or replacement—if the materials are not durable. Asbestos-cement siding and roofing, which resist deterioration and fire, have won great acceptance for modernizing."

In 1951's new construction, which probably will be considerable despite restrictions, asbestos siding and roofing will also play a leading role, Kelsey predicted, due to their availability and qualities of performance.

Correct Application Prevents Wind Damage



This barn was badly damaged in a heavy wind-storm, but the deck stayed on the building and the lock-type asphalt shingles stayed on the deck. The roof survived virtually intact.

ROOFING applicators need not be reminded that storms of unusual intensity caused heavy property damage in widespread areas of the country in 1950.

In the Midwest, storms toppled barns and silos, uprooted trees, wrecked electrical and telephone lines and smashed plate glass windows.

Along the Atlantic seaboard, from Virginia to Maine, the Thanksgiving weekend Nor'easter caused such widespread damage that insurance companies paid out more than \$150,000,000 in losses, second only to the total claims paid in the San Francisco and Chicago fires.

Roof damage was great. In general, however, roofs that could not be repaired and had to be recovered were old and weatherbeaten or had been improperly applied. As roofers know, high velocity winds reveal weakness in a roof deck or in the application of the roofing material to the deck, just as high winds demolish buildings insecurely anchored to foundations or trees that are insecurely rooted.

Because 3-tab strip shingles are by far the most widely used roofing material, it was to be expected that roofs covered with this type of shingle would be most frequently damaged. It is

highly significant, however, that the Asphalt Roofing Industry Bureau is unaware of a single failure of a properly applied strip shingle roof either with the tabs cemented down or fastened down with a non-corrosive strip.

To tell the public what to do about wind damaged roofs and how to prevent wind damage in the future, the Bureau has designed a packet of news stories which will be released imme-

diately following a storm in any area where high winds cause extensive damage. Within twenty-four hours after a storm, a special radio script offering a free useful booklet, "How To Repair Asphalt Strip Shingle Roofs," including the cementing down technique, will be on its way to all radio stations in the storm-stricken area.

Daily and weekly newspapers will receive illustrated stories which will tell people exactly what to do to make temporary repairs and which will emphasize the importance of making repairs promptly. The newspaper story that will be sent to every daily newspaper in the storm-stricken area is as follows:

Home owners today were told how to make emergency repairs to roofs damaged by recent intensive winds which caused such heavy property losses.

The Bureau points out that some roof damage is to be expected when winds are of such force that they uproot trees, wreck electrical and communication lines and even topple buildings, and lists simple instructions for

(Continued on Page 38)

1. Lay shingle roofs on only smooth, tight, and sound decks.

Lay shingles strictly in accordance with the manufacturer's instructions; using heavy weight shingles of good quality.

2. Use enough nails and place them in the proper locations.

3. Use nails long enough to penetrate a sound roof deck by at least $\frac{3}{4}$ of an inch, and

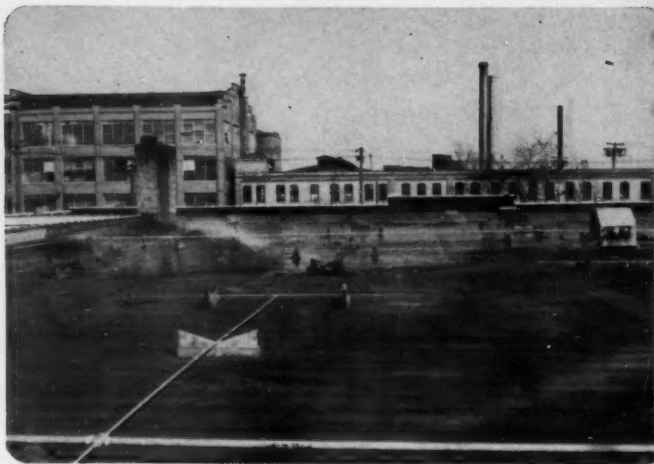
4. If the asphalt shingles are of the "3 in 1" or "strip-shingle" type, use quick-setting roofing cement and cement down the tab of every shingle. This must be done even if the shingle is laid only four inches to the weather.



Where "lock-butt" or "Dutch-lap" type shingles are used, the starter course of shingles and the terminal shingles at the rakes should be additionally secured by cementing down with a quick-setting asphalt roofing cement during application.

Roof cooling by controlled Spray

Roofers can easily install this system



THE roof of a building is the part most exposed to the sun and, during the hottest portion of the day in summer, it heats up rapidly. In some sections of the United States roof temperatures of 150° and higher are common in summer. Further, sufficient heat is retained in the roof membrane, framing and deck to make sun effect noticeable within the building as late as midnight.

Several solutions have been offered to this problem in recent years, most of them dealing with insulation, or some form of shallow pond, or revolving water spray equipment. Specific objections have been raised to each of these systems, however. More recently the Water Cooling Corporation, firm of engineering experts, has come up with a spray system aimed at answering most of the objections to other systems.

The system recognizes the advantages of having a constant spray canopy giving complete coverage over the entire roof area. The problem of water drifting on to the parapet walls or over the sides of the building has been solved with a specially developed system, using a unique type of nozzle, which gives maximum spray at minimum heights.

A combination of hollow cone roof nozzles is used for the main body of the roof and a special combination of flat pet nozzles placed along the parapet walls sprays toward the center of the building.

The nozzles used have no moving

By A. B. TAPPEN, M. E.

parts and are made so that the caps can be taken off for annual cleaning. The nozzles are of the single orifice type approximately $\frac{1}{8}$ " in diameter to reduce chances of plugging.

Special Adjustable Piping

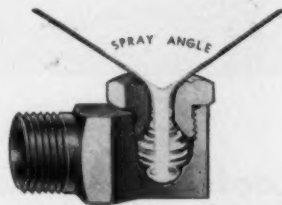
Layouts are made to give coverage with not more than 15 pounds pressure, thus not only conserving power, but also guarding too fine atomization of the water thereby giving a cloud which might simply drift off the roof, thereby moistening the surrounding landscape rather than protecting the roof from the solar heat.

Adjustable ball joints of brass are used where it is desired to limit the throw of spray. This is accomplished by changing the plane of spray. They contain no obstruction of any kind to interfere with the flow of water. A screw driver is the only tool needed to make this adjustment.

Special adjustable redwood supports are used in the system. These supports are laid on the roof and held in place by the weight of the pipe. This means there is no necessity for puncturing the roof with nails or bolts which might eventually lead to leakage. The support wedges are adjustable in height to meet the varying contours of the roof and the different size pipe.

In considering the advisability of going into spray canopy installation work the contractor should be careful not

to confuse it with a roof spray pond. In designing a roof canopy one aims to cover 200 or more square feet a minute per gallon with a low spray. In the usual roof spray pond design the aim is to throw the spray up some 7 or 8 feet in the air to give good exposure. This in turn usually requires a louver fence to stop annoying driftage. In a spray pond about $1\frac{1}{4}$ gallons of



The nozzles used in the roof cooling system have special wide angle nozzles. The spray pattern assures maximum area coverage.

water per square foot of roof is used. This gives a spray so heavy that it would damage the average roof—hence it is necessary to go to the expense of intaking a pan or basin with a spray pond.

The manufacturers point out that in areas where there is a problem of shortage the run-off water can be collected at the eaves of the building, strained and repumped.

In some cases water for the roof canopy systems has been taken directly from the plant water supply, while in

(Continued on Page 32)



Roofing and siding help Modernize 70-year-old farm

FIVE miles from Santa Rosa, California, is one of the early California farm houses—the exact age is not known except that more than seventy years have passed since it was built.

No doubt the early California farmer who first made his home in this house was quite comfortable by the standards of those days—was probably the envy of many a less fortunate tiller of the soil.

In recent years, however, the old house began to feel its burden of years and in outward appearance left much

to be desired. Its walls became the meeting place of bees, and having no belfry, bats nested in its attic! Many people there were who said it should be torn down; replaced by a more modern structure, but that would be costly, and a family with vision decided to bring the old homestead back to life.

The Blasi family, who acquired this old California farm, at first paid little attention to their living quarters. They had to put in their crops—plant fruit trees; establish a vineyard. However, once this had been done and had begun to pay a financial return, they turned

The farmhouse shown in the photo at bottom of page was made into the beautiful home shown at left at a cost of only a little over \$3,000 dollars. Roofing and siding contractors received almost half of the total amount spent.



their attention to the comforts of life and decided something must be done to make their house reflect the improved state of their fortunes—nothing elaborate, yet neat and clean.

Fortunately they found a practical general contractor, Carl Young of Healdsburg. He saw that the structure was sound and the basic plan was good. A reasonable expenditure would, with the help of modern building materials, make the transformation from old to new.

A few simple changes in the home were made. Windows were cut into the old attic, adding additional living area; new windows replaced old ones throughout. False dormers were introduced into the roof line, and an attractive portico was added to grace the entrance. Then came the use of modern building magic.

The contract division of J. B. Rice Company of Santa Rosa was called in and it was decided to use modern lines of roofing, siding, wallboard and paint to effect the metamorphosis.

Wallboard was applied to the interior walls and re-arranged partitions. White asbestos-cement siding made the

(Continued on Page 41)



Brooklyn contractor's 2-in-1 deal Assures siding profits



ALBERT A. CHAPMAN, President of the New York Bondstone Corporation of Brooklyn, New York, says he has the selling "combination" which will insure a profit on roofing and siding and add something besides. Here's how it works:

Sell the homeowner on "man-made stone siding," insulating siding, and shingles at the same time—at a single unit price. Thus you offer the homeowner both a realistic stone siding and an insulating siding applied at the same time, at a price he can afford, and you insure yourself a fair profit on the transaction. Although that part of the house which is done in "man-made stone" is the "quality" part of the job from the owner's viewpoint it is actually the most profitable from the applicator's.

For Example

Here is an example of what can be done:

The homeowner, let us say, wants to have the beautiful, and obviously sub-

stantial imitation stone siding on the front and perhaps other decorative areas of his home. For contrast, and utilitarian service he wants most of the sides and back of his house done in insulated siding. Thus he gets part of his done in an expensive natural-looking stone facing, while the rest is completed with less expensive siding, which looks more imposing because of the contrast it makes with the simulated stone.

Assures Himself a Profit

As to the roofing and siding contractor in this situation: called in to do a simulated stone job on one part of the house he can then sell the homeowner on having insulating siding or a shingle roof applied to the rest of his house at the same time. He thus assures himself of a profit on the entire job which will amply repay his efforts.

Mr. Chapman has had a franchise to apply the "man-made stone" only since Nov., 1950, but has been so enthusiastic

about it that he has changed the name of his firm from Community Home Construction Company, to the New York Bondstone Company. The firm was established seven years ago at its present Brooklyn address. The original reason for setting up business in Brooklyn continues to be even more true in regard to the stone franchise of to-day, namely: Brooklyn offers the opportunity to work on many fine old structures which need modernization, repair, new roofs, new sides and new fronts.

"The simulated stone product," Mr. Chapman says, "gives the homeowner great value for his money. Not only is it a smart-looking product but it saves money for the owner by eliminating the need to paint, and effectively insulates the property."

Sells All Types

New York Bondstone engages in the sale of all types of shingle roofing, asphalt and asbestos siding as well as its featured stone product. About 12 salesmen are employed by the firm. None of them have been with Chapman for less than a year, and some have been with him for as long as six years, almost the life of the firm.

Selling is accomplished by a live-wire tie-up of advertising, promotional and canvassing methods. Extensive advertising is done in Brooklyn, New York and nearby Long Island newspapers. So that customers in outlying sections will not be discouraged by the expense of long-distance phone calls, several local exchanges are listed in each ad. Through a switchboard system arranged with the telephone company

(Continued on Page 36)



Top photo: One of Chapman's largest jobs successfully blended in with the English type architecture. Can you tell which is the simulated stone and which the real stone?

Left: Interior of N. Y. Bondstone's home office. The man-made stone makes a perfect inside display.

"DO'S" and "DON'TS" for the Roofing and siding salesman

THE good salesman wears out the soles of his shoes instead of the seat of his pants.

Or, as that happy tom-cat is supposed to have said, "You gotta make the calls, if you want to get results."

No matter how you put it, the simple facts of selling are that the salesman who gets the most chances to tell his story to the most prospects then gets the most sales. The law of averages helps him. And he becomes a better salesman as he learns through trial and error how to size-up prospects and gear his story accordingly.

How do we get the most chances to tell our story to the most prospects? We know—everyone of us. Sure, we can get leads from our company's advertising. We can get them through our satisfied customers, the real estate men who feed us a few now and then, the builders, friends and dumb luck. But we know that the sure-fire, always dependable way to get leads is through *canvassing*. Yep, ringing those doorbells does it—whether it is up and down the block or around a job in progress. We don't have to wonder where to point our finger at the best method of digging up prospects. When we point that finger right at a doorbell, then that's it.

Always Has A Plan

One of the best roofing and siding salesman I have ever known makes canvassing pay off for him with wonderful results. He works hard. But he works hard *with a plan*. His plan is really a set of "Do's" and "Don'ts". They are worth some attention from all of us.

Here are the ten "Do's":

1. **DO canvass tirelessly.** Remember a cup of coffee, Coke, or a movie or other diversions will cost me money. I must direct my own efforts.

2. **DO canvass only for an appointment and its evaluation.** I should spend no more than 2 minutes at the

punch will be gone when it comes time for my demonstration in the evening.

3. **DO be aggressive but with a smile.** I must realize that most of my sales will be made to people who at first didn't want to buy from me. The first reaction to my call is "No." I must change that to "Yes." But while I do it, I must remain pleasant. Firmness doesn't have to antagonize. The smile makes the difference.

4. **DO utilize the Golden Hour of canvassing—five to six in the afternoon—for "not homes."** If the man and wife both work, they'll never be

(Continued on Page 35)

By BILL EDWARDS

door. If I spend longer, I tell too much of my sales story and then some of my

Covering The World . . .

A HURRICANE BLEW THE ROOF OFF A SANTO DOMINGO HOUSE, HURLING IT INTO THE OCEAN! THE ROOF FLOATED TO THE BEACH OF FAR OFF SAN FELIPE, PORTO RICO..... STILL INTACT!



H.T. ELMO

By Elmo

"Bubbles on the roof"

Bring volume skylight business

Brandeis University
Waltham, Mass.

TRADITIONALLY, skylights have been ugly ducklings in the building industry—not liked much by anyone, but accepted because the admission of daylight through a roof opening is an obvious means of increasing the amount of natural light that reaches the interior of a building.

The familiar types of skylights—weatherbeaten rooftop appurtenances with small wired glass panes set in heavy frames—are generally deserving of the criticisms leveled at them. They do let in some light, but not an amount proportionate to their size. Furthermore, conventional skylights are all too frequently blemishes in the otherwise clean design of a modern building. Contractors find installation a troublesome job, involving high labor costs. Building superintendents have constant trouble with maintenance; the skylights leak, deteriorate and crack. And the building occupants often complain that the glass panes are constantly covered with grime and soot.

New Type Unit

Now at last the building industry has an answer to these troublesome problems. A new type of unit has been developed which eliminates the problems of the usual skylight. The unit consists of a transparent or translucent Plexiglas dome attached to a trim metal frame—ready to be installed quickly and easily over a built-up opening, or curb, in the roof. Although introduced less than six months ago, these pack-

aged, completely prefabricated skylights have shown that they fill a need in the building field.

A good example is found in a recent installation at Brandeis University in Waltham, Massachusetts. Here the skylights solved a difficult daylighting

problem. Around the roof to be skylighted rose four high walls of other sections of the building, reducing the amount of light available for transmission to the individual windowless offices below. To admit sufficient daylight, original specifications called for five-by-eight-foot conventional skylights.

Then the architects investigated the new units. In recognition of the superior light transmission efficiency of these units, the roof openings were reduced to four-by-four feet. When installed, the domes lived up to their promise. The interior rooms are flooded with daylight, high up on each wall. Looking upward, one sees only the sky, as if through an open hole in the ceiling. And seen from above, from the adjacent wings of the building, the skylighted roof presents an attractive, modern appearance that is highly gratifying to both the architects and their client.

Five An Hour Installed

At Brandeis University, five of the units were completely installed by one man in one hour. This was a practical demonstration of one of the important advantages of the unit. After a skylight curb has been prepared (it is assumed in the design that the framing for the curb will be of standard 1½" thick lumber) the unit can be installed in a matter of minutes. First the Plexiglas dome (which comes covered with a protective coating) is removed from its copper or galvanized metal channel frame. Then, the frame is placed over the curb and attached with wood screws to the inside of the framed opening. Next the dome is replaced and secured by pushing self-locking frame studs through aligned holes already drilled in the dome's flange and the metal frame. Finally the protective film is stripped from the dome, and the job is completed. The installation is a weathertight, securely mounted, permanent component of the roof.

Carefully Engineered

The skylight units have been carefully engineered to allow for expansion and contraction, condensation, and to make the unit completely watertight. The metal frames are completely sealed channels that make the unit watertight against driving rain or melting snow, and are so designed that they serve also

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The new "bubble" skylights, employing the use of a Plexiglass "dome" are shown at right installed in an office building. They are perfectly transparent seen from below.



WHAT'S NEW?

EQUIPMENT—BOOKLETS—PRACTICE—MATERIALS

Roof Conveyors

A new conveyor that takes the "Hod" work out of building, is designed to raise masonry materials one level. However, the manufacturer has made available an inexpensive connector assembly for joining two standard Brik-Toters together.



This connector assembly allows a contractor to use his conveyors separately for raising materials one level, or together for raising materials two levels. It is so designed that no sag or deflection results when the conveyors are bolted together, and the two units become a rigid single truss, 40 feet long. The maximum lift, to a certain extent, depends on the nature of the material being raised. One of the usual masonry materials, however, can be raised at least 20 feet from the ground. Mfd. by Mar-Rail Conveyor Co.

Ladder Stabilizer

A new ladder stabilizer that makes any kind of ladder sure footed for greater safety is now being distributed by Mine Safety Appliances Company.

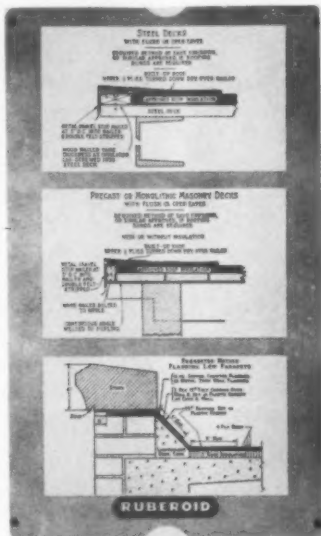
The Hydra-Lizer (hydraulic-stabilizer) is an adjustable attachment for the lower end of straight or extension ladders. It provides safe footing for ladders in places where the two legs would not be on the same level, and can be used on any surface regardless of contour. It is listed by Underwriters Laboratories, Incorporated.

Company officials expect the new device will have wide application for painters, industrial maintenance men, roofers and others who use ladders in their work.

Built-Up Roof "Selector"

To assist architects and contractors by enabling them to determine, quickly and easily, the correct specifications for the various types of built-up roofing, The Ruberoid Co. has created an ingenious and handy device called a built-up roof "Selector."

Precisely made and conveniently small for desk use, the Selector is manipulated somewhat like a slide rule and is designed to eliminate the drudgery and loss of valuable time so often involved in searching through innumerable catalogues.



On the front of the device a detailed vertical scale covers the three basic factors which must be taken into account in any sound built-up roofing job: (1) the slope of



If further information is desired about articles appearing in the pages of this magazine send a card or a letter to the editorial department.

the roof deck; (2) the type of roof, and (3) whether or not roof insulation is to be employed. When the pointer is set to the desired factors, an exact reference to the correct specifications appears automatically. The references are to the Ruberoid built-up roofing specification book, which was awarded a certificate of merit in the product literature competition recently conducted by the American Institute Of Architects and the Producers Council.

As a further aid toward assuring sound built-up roofs, the Selector includes working drawings showing in detail the correct methods for dealing with the problems of flush or open eaves or low parapets.

The Selector is being sent free to contractors on request.

Visual Sales Methods

A pocket-size sales presentation, used by The American Lubricants Company, is a rather unusual application of the patented X-Ray transparency method in that it shows the use of the product rather than the "inside" feature story.

The booklet shows the simple step-by-step process of repairing an old, dirty, leaky roof to a new, clean and leak-proof roof. With this sales presentation the salesman needs only three minutes to show the prospect how simple and easy it is for one man to do the complete re-roofing job.

Wood Storm-Screen Window

An outstanding budget-priced all-season wood combination storm-screen window has been announced by the Alumatic Corporation of America, manufacturers of the nationally-known "Alumatic" all-aluminum combination windows. Known as "Guardian," this window, which will be nationally-advertised, features easy-to-operate double-hung construction.

This double-hung construction means that Guardian windows operate on two separate tracks, allowing the lower storm sash to slide up and down for fingertip ventilation as desired. Both screen and sash panels are easily removed by the housewife from indoors . . . and can be washed in the kitchen sink. No storing or changing of any kind is ever needed with Guardian windows, since summer to winter changes are simply made by sliding the storm sash up and down.

Another Guardian feature with particular appeal for installation organizations is the special sill expander, which can be cut to conform to any height subsill, and can be trimmed to fit any uneven or sloped sill condition. A bead for caulking is cut into

(Continued on Page 27)

How To Apply Wood Shingles

OUTSTANDING features of Certificate shingles, the red cedar shingles approved by the Red Cedar Shingle Bureau, are their high crushing strength, durability, light weight and low rate of expansion and contraction with changes of moisture content.

Well-manufactured red cedar shingles have established an excellent performance record in roof applications where exposure to weather is greatest. They have also proved adaptable for economical use on sidewalls.

Roof Application

Shingles are suitable for use on all

roofs that have sufficient pitch to insure good drainage. Red cedar shingles may be laid with the standard exposure (covering 100 square feet with four bundles) on roofs of not less than one-quarter pitch. The standard exposures for 16-inch, 18-inch and 24-inch shingles are 5 inches, $5\frac{1}{2}$ inches and $7\frac{1}{2}$ inches. On roofs with less than one-quarter pitch, the shingle exposure should be reduced to $3\frac{3}{4}$, $4\frac{1}{4}$ and $5\frac{3}{4}$ inches respectively.

For example, instead of laying 16-inch shingles so that the distance between the butt lines of the shingles is

5 inches, this distance should be lessened to $3\frac{3}{4}$ inches. With this reduction of exposure, four layers of shingles are assured throughout the roof area. As an example, if it is necessary to lay shingles on a porch roof of one-eighth pitch, it is good practice to choose 18-inch shingles for this purpose and to lay these 4 inches to the weather.

While shingles last for long periods on steep roofs, the exposure cannot be increased beyond a point equivalent to the length of the shingle minus one inch, divided by three. In all roof construction there should be three layers

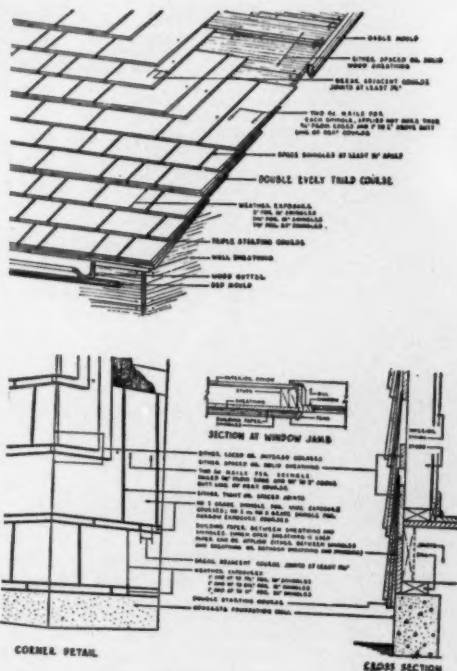
(Continued on Page 44)

Exposure Inches	Sixteen-inch Shingles		Eighteen-inch Shingles		Twenty-four-inch Shingles	
	4-Bundle Square	One Bundle	4-Bundle Square	One Bundle	4-Bundle Square	One Bundle
$3\frac{3}{4}$	70	17½
4	80	20	70	17½
4½	90	22½	80	20
5	100*	25	90	22½
5½	110	27½	100*	25
6	120	30	108	27	80	20
6½	130	32½	117	29	90	22½
7	140	35	127	31	95	24
7½	1450	37½	136	34	100*	25
8	160	40	145	36	106	26½
8½	170	42½	154	38	113	28
9	180	45	163	40	120	30
9½	190	47½	172	43	127	31½
10	200	50	181	45	133	33
10½	210	52½	190	47	140	35
11	220	55	200	50	147	36½
11½	230	57½	209	52	153	38
12	2400	60	218	54	160	40
12½	227	57	166	41½
13	236	59	172	43
13½	245	61	180	45
14	254	63	186	46½
14½	192	48
15	200	50
15½	206	51½
16	212	53
16½
17
18

*Maximum exposure recommended for roofs.

†Maximum exposure recommended for single-coursing on side walls.

‡Maximum exposure recommended for double-coursing on side walls.



Exposure chart, above left. Application hints, above right.

What re-siding and re-roofing in blended colors did for old home



Beautiful remodeled home (top) is good example of what can be done with an old farmhouse (left). The small porch was enlarged and now really can be enjoyed. Picture windows and new door were added under porch and new, larger windows were installed throughout. The roof was covered with fire-resistant asphalt shingles in a light shade of blue to harmonize with new white siding shingles. Interior was completely modernized to provide comforts and conveniences the farm family wants and needs.



MODERNIZATION of many old farm houses is easy, practical and pays big dividends in beauty, comfort, convenience and safety. The "before" and "after" photographs of this now attractive modern farm house show how its appearance has been improved. But this is only part of the story.

In the completely remodeled home—inside and out—are to be found all the modern features that a farm family needs. Similar results can be achieved with many old houses, provided they are basically sound.

The exterior of this house was badly in need of repairs. Windows and doors were out of line and no longer weather-tight. Wood siding was weathered, split and rotted. The paint was cracked and peeling. Trim needed replacing. The roof was on its last legs and unsightly.

First step was to jack up sagging

floors to straighten the framing. Rotted timbers were replaced with poured concrete to strengthen the foundation. Then came new floors, windows, doors and trim. The old clapboard was covered with insulating panels to which asbestos cement siding was applied. The small, seldom-used front porch was enlarged.

New Roof Applied

A new roof was applied. On the larger, two-story section, curled and dried out flammable shingles were a serious fire hazard, vulnerable to chimney sparks. The roof over the one-story section sagged badly, and roll roofing covering it was weather-worn.

A new ridge pole was set in place over the one-story section and new roof boards were laid over this area to pro-

vide a smooth deck for the new roof covering of fire-resistant asphalt shingles. An underlayment of asphalt roofing felt was put down prior to application of the light blue shingles—the roof color selected to contrast with the white siding.

Asphalt shingles of the same shade of blue were applied over the old shingles of the two-story section. Double layers of mineral-surfaced roll roofing was laid in all valleys. Then, with the addition of new eaves, troughs and
(Continued on Page 42)

Home Siding Racket Shows Up In New Form In Buffalo

The Buffalo Better Business Bureau, at a luncheon of its directors in Hotel Lafayette, started a community-wide campaign against itinerant salesmen who make a racket of selling siding for houses.

The first price quoted to the homeowner by the high-pressure salesman is excessively high, Harold W. Webber, general manager of the bureau, said, but the salesman explains that the house is to be used for demonstration.

"The man with the salesman is said to be a representative from the siding factory," Mr. Webber explained, "and he says he will cut the price of the siding job by \$400 or \$500 if they can use the home as a model installation for their product.

"Another important inducement is the salesman's promise that the homeowner will receive \$50 cash bonuses for every job which is sold as a direct result of showing their model home."

The Buffalo Bureau lists six reasons why "this kind of selling is a racket," as follows:

"1—Every homeowner approached by these high-pressure men is told the same story—that his home will be used as a model for demonstration.

"2—Bonuses are seldom if ever paid.

"3—The so-called factory price is a fake. It is excessively high and is out
(Continued on Page 39)

What's New

(Continued from Page 24)

the back of the frame, assuring a perfect weather-tight seal at all times.

Home owners will like the fact that glass in Guardian panels may be quickly and easily replaced, without special tools of any kind. The non-rusting screen wire can also be easily replaced by the homeowner. Each Guardian unit is completely weather-stripped; so that the entire window opening is fully protected from the elements.

Platform Telescopier

Used in maintenance and service of lighting fixtures, walls, ceilings, skylights, overhead cranes, and various other hard-to-get-at spots, a platform telescopier has been produced by the Economy Engineering Co.

The device can be raised 15 feet above ground level. When the telescopier has been extended to the desired height, the maintenance man simply walks up steps to first landing and then climbs the ladder to the platform, thus allowing him to work with safety. Since the unit at minimum height measures slightly over six and one-half feet, it can be

moved through low passageways, on elevators, etc. Working capacity is put at 300 pounds.

Demonstration Test-Kit

Fabricated Products Company has made available a demonstration-test kit which will be sent free upon written, letterhead request.



The kit provides a visual demonstration of how the washer produces a complete

weathertight seal. Included is a piece of steel plate, drilled with three holes and provided with three perforated disks of clear lucite plastic. By tightening a bolt or screw fastener, fitted with one of the washers, the observer can clearly see the progress of the extrusion of the neoprene composition through the lucite.

The kit also includes an assortment of Weath-R-Seal washers and fasteners, permitting several tests to be made. Tests comparing other type of washers may be made. A wrench and screwdriver are provided with the kit. A patent for the design of the kit has been applied for.

Siding For New Construction

A new insulating siding product, Narrow Shake Insulating Siding has recently been announced by Bird & Son, Inc. This new overlap type siding meets requirements of F. H. A. acceptance for sidewalls on new construction as indicated in F. H. A. Use of Materials, Bulletin UM-8; March 5, 1951. It is believed that this F. H. A. Acceptance will be of special interest to project builders and others searching for new economies (Continued on Page 44)

Salesman's carrying case makes Beautiful life-size shingle display



The new display panel for American Colonials, J-M's asbestos roof shingles, carries two courses of shingles. The panel is made of corrugated paper board and the shingles are cemented to the board so there are no projections that might endanger the customer's furniture. The front of the panel shows the product. The back of the panel points out advantages and illustrates application. By using two panels, as shown in this picture, the salesman can quickly and effectively present his whole story.



Four panels slip into a carrying case.

Johns-Manville has developed a new display panel for asbestos shingles and a carrying case for them. Both the carrying case and the panels are made of corrugated paper board. The shingle sample is cemented to the panel to avoid nailing and clinching. All projections that might snag clothes or scratch furniture are eliminated. This picture shows how easily a panel can be slipped out of the case.

NEWS OF THE MONTH

ASSOCIATIONS ♦ COMPANIES ♦ PERSONALITIES ♦ GOVERNMENT

8% Increase In Construction Last Month

The 37 states east of the Rocky Mountains showed an increase of 8 per cent in construction contracts awarded in April over March, and a gain of 2 per cent over April, 1950.

The April figure was \$1,374,991,000 compared with the March total of \$1,267,450,000 and the April 1950, figure of \$1,350,496,000, according to Dodge.

The construction award total for the first four months of 1951 was \$4,826,216,000, or 16 per cent higher than the corresponding total for 1950.

A. L. Meyers Advanced By Certain-Teed

A. L. Meyer has been named administrative assistant to the general sales manager of Certain-teed Products Corporation.

Mr. Meyer joined the Company in 1925 starting in the paint and varnish manufacturing division at the East St. Louis plant. He has been in sales since 1935 serving most recently as merchandise manager of Certain-teed's gypsum and allied products division. He will continue in the capacity in assuming his new post.

William R. Wilkinson has been appointed Vice President for Production, it was announced today by A. R. Fisher, President of Johns-Manville Corporation.

Both Mr. Wilkinson and Mr. Huffine bring backgrounds of wide experience to their new positions and with their promotions, become Senior Vice Presidents of Johns-Manville.

Mr. Wilkinson, who has been General Merchandise Manager of the Building Products Division for the past five years, has had 26 years of experience with Johns-Manville in the sales and merchandising and is thoroughly familiar with company problems in those fields. He succeeds L. M. Cassidy, recently elected Chairman of the Board and Chief Executive Officer of Johns-Manville Corporation.

Mr. Huffine brings to his new post a combination of 26 years of engineering and production experience in Johns-Manville, together with a broad understanding of company products and methods. He succeeds A. R. Fisher who was appointed President on March 2, 1951.

Beddoe To Handle Sales Publicity And Training For Pabco

Pabco Products Inc. has announced the assignment of William C. Beddoe to its Merchandising Division as Sales Publicity & Training Supervisor.

In his new capacity, Beddoe will handle sales department publicity pertaining to products, personnel, customers, and related subjects. He will continue his supervision of

sales personnel training, sales contests, and the editing of merchandising and news bulletins of the Company.

R. J. Stoddard New American Hoist Vice-President

At a recent meeting, the Board of Directors of the American Hoist and Derrick Company elected Robert J. Stoddard to the position of Vice-President of Engineering. Stoddard is a graduate of the University of South Carolina with a C.E. degree and also of M.I.T. with a M.S. degree.



R. J. Stoddard

Mr. Stoddard started his business career with the American Bridge Company and later went to the Tennessee Valley Authority, working on various design and construction projects. Here he gained a broad working knowledge of dams and the equipment used in their construction. With this background he joined American Hoist in 1937 as Assistant Chief Engineer.

E. W. "Pat" Smith Joins Fiberglas Corp. Board

Election of E. W. "Pat" Smith by its Board of Directors as a vice president of Owens-Corning Fiberglas Corporation has been announced by Harold Boeschstein, Fiberglas president.

Mr. Smith is in charge of merchandising and advertising programs, branch office contacts, and sales recruiting and training activities in the company's general sales department, headed by Ben S. Wright, Fiberglas vice president and general sales manager.

Prior to joining Owens-Corning in 1949, Mr. Smith was vice president for sales of Philip Carey Manufacturing Co. Previously he served in various sales capacities with the Johns-Manville Corporation and Certain-teed Products Corporation.

Mr. Smith is past president of the Asbestos-Cement Products Association, past chairman of the Board of Governors of the Asphalt Roofing Industry Bureau, a former committeeman of the Producers' Council, and a past director of the National Mineral

Wool Association and of the Insulation Board Institute.

Osterberg, Gorzynski Promoted By Stewart-Warner

Ephraim N. Osterberg, with Stewart-Warner Corporation since 1916 and since 1942 purchasing agent of the company's Division One, the Alemite and Instrument division, has been appointed director of purchases of the Corporation, F. A. Hiter, senior vice president, announced today. Osterberg succeeds Roy F. Stiles, a 32-year veteran with the company, who had held the position since 1939. Stiles recently reached the firm's retirement age, but is remaining in a consultant capacity.

Named to succeed Osterberg as purchasing agent of Division One is R. J. Gorzynski, with the company since 1935 and a buyer in the purchasing department since 1944.

In announcing the appointments of Osterberg and Gorzynski, Mr. Hiter pointed out that both promotions are in line with the company's long-term policy of filling executive or key positions from within the organization. Both men, he said, started in modest jobs, Osterberg as a stockroom clerk and Gorzynski as a clerk in the receiving room.

New Research Unit By Johns-Manville

Johns-Manville Corp. announced that it is building a large new research building at its Manville, N. J., research center. Work was started after a certificate of necessity was granted by the National Security Board. It will enable the company to expand its research work in such fields as Jet Aircraft blanket insulation, high temperature gaskets and seals, filter for radioactive dusts, heavy duty friction materials for large aircraft and combat vehicles and substitutes for critical materials.

Building Materials Wholesale Operation Results Presented At Final Armstrong Seminar

Presentation of the results of a year-long series of field studies on building materials wholesale operation and the recommendation of specific standards of management as a result of the studies featured the final sessions of the fourth annual convention of Armstrong Cork Company building materials distributors.

The studies were conducted on three important phases of wholesale operation—Warehousing, Accounting, and General Management—among typical Armstrong wholesale operations.

C. J. Backstrand, Armstrong President, set the theme for the last program with his opening address on "Emergency Management." Speaking of the difficulty of managing

(Continued on Page 44)



IT'S YOUR
Chance of a HOUSEtime

TO SELL SUCH EXCITING NEW HOME BEAUTY!

RUBEROID DECORATOR-DESIGNED ASBESTOS **COLOR-GRAINED SIDING**

Case after case proves that professional color styling sells home improvements faster.

Now, in Ruberoid Color-Grained Siding, you have the answer for people who may not know what they want, but do know what they like . . . and they like Color-Grained Asbestos Siding!



COLOR BY BEATRICE WEST

• *Decorator colors in two-toned effects*, styled by Beatrice West, famous color consultant . . . choice of four warm color combinations . . . true "decorator" shades which color-style the home from the outside in.

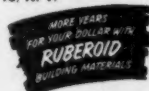
Exclusive Ruberoid Color-Grained process provides a deep textured effect, accented with light and dark tones of color . . . a bonus of unsurpassed beauty that appeals to architects, designers, builders, home buyers, and homeowners alike.

• *Color-Grained Siding* has all the long-lasting fire-proof, maintenance-free virtues of asbestos-cement siding, with the color ingrained . . . never needs paint . . . easy to apply over old siding.

• *Call your Ruberoid salesman*, or write today for complete details about Color-Grained Siding . . . the new concept in sidewall treatment that is styled right for today's trend, made right to build sales in today's market.

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Books

Building Insulation. by Paul D. Close, R.S. 3rd Edition—Revised and Enlarged, contains 372 pages, 181 illustrations, 65 tables, is fully indexed, durably and handsomely bound in washable cloth to give the utmost in service. It is priced at \$4.50.

In this new edition an effort has been made to cover the subject in such a manner that it will be useful and of practical value to the architect or engineer, to the manufacturer, to the dealer, and to the consumer who may be contemplating the construction of a new house or the remodeling of an old one. The book has been brought up to date in all details.

Sheet Metal Work. by William Nuebecker. 360 Pages, 430 illustrations, \$3.00. A generously illustrated manual of practical self-instruction in pattern drafting and construction work. It includes chapters on tools, methods of obtaining patterns, workshop problems, problems for light gauge metal, copper-smith's problems, problems for heavy metal, skylights, roofing, cornice work and patterns for forced-air fittings.

Asphalt and Allied Substances. by Herbert Abraham. 1,515 Pages. \$22.00 for New Edition. A key to virtually all available knowledge on asphalt, tars and pitches. The volume has 333 illustrations, 122 tables and charts, 12,000 references and 9,000 patent citations. Included are sections on prepared roofing-asphalt shingles, built-up roofing and waterproofing.

Skylight and Room Tables. by H. Collier Smith. 134 Pages. \$1.50. This is a time-saving reference book, giving the true lengths of all bars for skylights and roof rafters of standard pitches. The author is a practical skylight man.

How to Estimate for the Building Trades. by Townsend-Dalzell-McKinney. \$5.50. 633 pages, 318 illustrations, 44 tables. A complete and practical book on the estimating of materials and labor, plus the actual practices of the various trades in handling construction details. For the estimator, contractor or builder who does not have bulging files of cost data, this book will prove to be indispensable.

Roofing Facts Worth Knowing. by G. W. Owen. \$1.00. An illustrated booklet of interest to roofers and their customers. Contains many valuable items of information including history and importance of roofing, built-up roofing, flashing information, factors affecting the choice of a roof, roof maintenance and many others. This booklet can be used as a selling aid for your salesmen.

My Hardest Sale is an account of twenty difficult sales that were closed through clever, unusual stunts. Every salesman selling roofing, siding and allied products can get hundreds of dollars worth of ideas out of this brochure. It costs only \$2.00 each, or \$1.50 for 10 or more. Put this live, practical 22-page book into the hands of everyone of your men.

Cash only—List the books you want, attach to check for the proper amount, and mail to . . .

BOOK DEPARTMENT
AMERICAN ROOFER
425 Fourth Ave., New York 16, N. Y.

"Bubbles On The Roof"

(Continued from Page 23)

as a condensation gutter. A neoprene cork gasket seals the dome's flange and the frame so that no caulking compounds are required either in installation or maintenance.

and diffused radiation of ultraviolet, visible, and infrared light) transmitted by the transparent units was found to be approximately 62 per cent greater than the amount transmitted by the



Mechanic installs the Plexiglass dome skylights with a few twists of a screw driver in only a few minutes.

Before the new type units were introduced as commercially available, their advantages were confirmed both under service conditions and in investigations by independent testing laboratories. Test installations in the Boston area were closely observed under the rigorous New England climate to prove that they would remain unaffected by extremes of weather. It was also discovered that the units are practically self-cleaning. Rain washes most of dirt off of their smooth clear surface. Complete tests were run under laboratory conditions to determine performance from the standpoints of moisture condensation, heat and light transmission, resistance to impact, and the effects of snow and wind loads. With the tabulated data of these tests at hand, the company is able to give unusually detailed information to architects and builders who investigate the units.

Much Sunlight Enters

The tests on light transmission present a particularly significant comparison between the new units and conventional skylights. A transparent Plexiglas dome unit and a standard clear wired-glass skylight of identical base dimensions were tested side by side and the amount of sunlight entering each was measured with a pyrheliometer. The total solar radiation (direct

conventional skylight. Obviously, one of the important advantages of the dome skylight is that it permits the amount of skylighted area in building construction to be reduced appreciably without a reduction in the amount of daylight admitted.

Wider Range of Sizes

Stock units are available to meet a wide range of individual requirements. There are nine standard sizes available and special sizes are produced on order. The standard sizes range from 20" x 20" to 64" x 96", to fit respective center-line curb dimensions of 16" x 16" to 59 1/4" x 91 1/4". All an architect has to do is specify the proper unit for the desired roof opening. In addition to a choice of sizes, the dome unit offers a choice in the type of light transmitted. Three types of Plexiglas are used in the units: ultraviolet-absorbing material, for domes where a building's interior colors and fabrics should have protection against fading; ultraviolet-transmitting material, for installation where these rays are of particular benefit as in hospitals and schools; and white translucent material, for domes where diffused light is desired. White translucent Plexiglas has high light-transmitting efficiency, providing soft, diffused light through skylights without marked reduction in the total

(Continued on Page 31)

Kinks and Short Cuts

How to Repair a Sheet Metal Gutter or Eave Trough

Holes are frequently created in metal gutters or eave troughs by rust. Even in galvanized metal, rust often makes holes, as shown in the sketch at the left. And sometimes holes are created by chopping ice out of the troughs in the winter time. The chopper carelessly chops clear through the ice and metal.



An excellent remedy is to bend a piece of sheet metal to fit smoothly over the entire hole in the trough. Then apply tar or asphalt, such as is sold in cans, to the portion of the trough that the patch will touch. Press the patch against it. That, alone, is usually enough to prevent further leakage. But, to make the job positively leak proof, apply more of the tar or asphalt preparation around the edges of the patch, as indicated in the sketch marked "Hole Closed." It will be a good looking job, usually.

If you have no suitable sheet metal, a piece of roofing of the roll type or asphalt shingle type will serve the purpose.

"Bubbles On Roof"

(Continued from Page 30)

amount of light that enters.

The introduction of the unit as a standard architectural component, completely prefabricated and available as a stock item, has met with quick acceptance in the building field for the skylighting of industrial plants, private homes, schools and institutional buildings. Wascolites have brought skylighting at last out of the gaslight era and adapted it to contemporary design and building methods. In fact, their attractive modern appearance, quick easy installation and superior performance open unlimited possibilities of use for these "bubbles on the roof."

Not just 1...Not 2...

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3

- 1 ECONOMY
- 2 LONG LIFE
- 3 EASE OF APPLICATION



Chase Impervitex is a thoroughly tested roofing membrane made from Chase Topmill Burlap, completely saturated and rotproofed. Its greater tensile strength assures roof satisfaction—not affected by ordinary construction shifts. When used as a cap sheet over old roofs, Chase Impervitex gives many years of additional roof service. Comes in 50-yard, easy-to-apply rolls. Ideal also for stripping, patching and flashing. Open pores permit perfect bond of waterproofing agents. Get complete details on Chase Impervitex. Mail coupon today.



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SELL**Watco Roof Cooling Systems**

Plants require maximum output per unit of labor. Good working conditions are assured with a roof cooling system which keeps the interior at a comfortable working temperature.

With the Watco System, a group of sprays stops the sun's heat from getting at the roof. It also furnishes water surface evaporation which uses up a large proportion of the heat of the sun.

A building with the Watco Roof Cooling sprays will be 10 to 20% cooler and will protect the roof surface giving increased life to the roof.

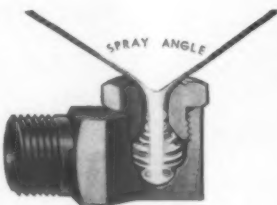
Here is an ideal application job that can be done by any good roofing contractor. The profit is good. Your industrial plant customer will be well satisfied with results.

For further details and free bulletin write to Dept. H

WATER COOLING CORPORATION

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CORtlandt 7-2295

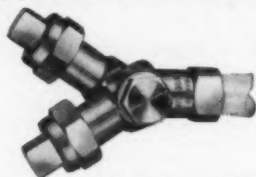


PATENT No. 2,247,897

Wide Angle roof cooling WHIRLJET NOZZLE. No internal vanes or movable parts—eliminates clogging.

Nozzles and supports shall be spaced not less than 10 ft. centers and not more than 18 ft. centers.

Nozzles shall not throw water more than 48" high nor shall they pass more than 1½ gallons of finely broken-up spray per minute.



Swivel joints such as that shown above are used at parapet walls. This eliminates chances of spray pattern striking edge of roof and working through the wall and roof flashing.

Nozzle shall not be operated at a greater pressure than 16 p.s.i.

Nozzles shall be so set that they do not spray directly on a parapet wall. If supply pipes are brought through the roof they shall be fitted with proper water tight sleeves.



The redwood supports shown above are laid on the roof and held in place by the weight of the pipe. This eliminates need for puncturing the roof with nails or bolts which might eventually lead to leakage.

It is recommended where practical to bring supply pipe up into the pent house, or bring it up outside the building.

All supply arms shall be of galvanized pipe at least ½" diameter and shall have stable supports which in no way penetrate the roofing structure.

Where there are expansion joints in the roof of a building, proper arrangements shall be made to allow for the expansion and contraction of the feed pipes.

At a time when manufacturers are looking for ways of increasing the efficiency of their employees as well as prolonging the life of their roofs without going into installation of scarce equipment, contractors would do well to consider taking on a roof spray canopy line.

Spray Roof Cooling*(Continued from Page 19)*

other cases waste water has been taken from the refrigeration machines. (The temperature of the water is not particularly important.) The run-off water may be collected from the roof, strained and pumped over again.

Actual amount of temperature reduction is greatly affected by the humidity, the strength of the sun, the clearness of the day, the wind, and last, but not least, the design of the building. The actual temperature on a summer afternoon within a flat-top one-story

building will be approximately 10° to 15° Fahrenheit cooler with roof spray in operation than without it.

A practical specification for application of the canopy roof cooling system is as follows:

Maximum weight under any support, 45 pounds per square foot. Pipe shall not lay on roof.

No movable parts to stick and make daily inspection advisable. Nozzles to be of non-clogging type with no opening less than ⅛" diameter.

Five-Point Housing Research Program for Defense

In an effort to produce as many houses as possible with materials available under the defense program, the Housing and Home Finance Agency has under way a five-sided program of research in materials conservation. The program:

(1) Analysis of those points in housing construction which offer greatest opportunity of savings in materials, manpower and transportation.

(2) Development and testing of methods to conserve material without lowering the quality of the house below acceptable levels.

(3) Preparation of construction standards limiting the use of scarce materials and manpower without dropping below acceptable minima.

(4) Dissemination of recommended techniques for materials conservation and the encouragement of their uses.

(5) Adaption to changing conditions of building codes, labor practices, lender attitudes and policies.

The program is being carried out in cooperation with the mobilization agencies, industry, labor organizations and local building officials.

Fire Tests of Wood-Frame Construction with Asbestos-Cement Facing

Fire-endurance limits for wood-framed walls and partitions with asbestos-cement facings have been established through fire tests at the National Bureau of Standards. The tests of partitions sheathed with gypsum boards over which 3/16-in. asbestos-cement sheets were applied gave the best results in this series. Such construction with 3/4-in. gypsum board gave a fire-resistance rating of one hour, and withstood the hose-stream test after 45 min. fire exposure. Similarly, a partition with 1/2-in. gypsum-board sheathing, and faced with 3/16-in. asbestos-cement sheets, provided a rating of 1 1/4 hours as a load-bearing wall, or 1 1/2 hours as a nonload-bearing wall.¹

The partitions with facings of asbestos-cement sheets over gypsum-board sheathing had somewhat greater fire resistance, as determined from limiting rise of temperature on the unexposed face, than partitions with gypsum

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Versatal Pumps**




Save money these 3 ways

1. Lower costs through easier application

With Alemite Versatal Equipment, the roofer uses a light 5 foot spray head and light flexible hose. This eliminates carrying of materials by hand—insures a better, more profitable roofing job.

2. Far safer working conditions

No burns are possible when you spray cold applications with Versatal Equipment. No buckets or drums to hoist to the roof. Compressor and drums remain on the ground.

3. Increased profits with modern equipment

With Barrel-To-Roof Versatal Equipment you can pump from the original container direct to the point of application using as much as 300 feet of hose. This is the modern, more profitable way to apply roofing.

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lath and plaster facings of approximately the same thickness, whose fire resistance had been previously established. As an example, a section of a partition made with 3/16-inch asbestos-cement sheets over 1/2-in. gypsum board did not reach a limiting rise of temperature in a fire exposure of 1 hr 30 min, while partitions with plaster facings over several types of gypsum lath, and having a total lath and plaster thickness of 7/8-in. on each side, attained limiting temperature rise in times ranging from 47 min to 1 hr 29 min.

The performance of the combination of asbestos-cement sheets as an outer

protective covering on gypsum board gives a considerably better fire-resistance rating than the sum of the components alone. The good performance of this combination arises from the high structural and fire-resistant characteristics of the asbestos-cement sheets and the insulating properties of the gypsum boards. Such construction may be expected to demonstrate fire resistance superior to that of gypsum lath and plaster of equal or even somewhat greater thickness. Dry-wall construction of the above type may be added to already existing walls, as in schools, to provide satisfactory fire resistance, without the inconveniences attending the use of plaster.



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Condensation is effectively controlled by SprayKote, opening a tremendous industrial and home market.



SprayKote is ideal thermal insulation. Sprayed from a gun directly on any surface it forms a uniform coating, eliminates the dust usually present during application, and is water-repellent, wind-tight and fireproof.



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"Best stuff for salesmen I ever saw"

"Helped us in selling"

These are just a few comments from contractors about

My Hardest Sale

A file size brochure containing twenty authentic, practical stories from roofing and siding salesmen of their actual closings.

For Salesmen Who Want to Make More Money

This brochure should be studied by every salesman in the roofing, siding and insulation industry. It is a gold mine of practical sales experiences. Straight from the shoulder, it makes interesting reading and gives money-making information. Each \$2.00—10 or more, \$1.50 each.

Easy Order Coupon

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425 Fourth Avenue, New York 16, N. Y.

Send me at once..... copies of "My Hardest Sale." I enclose

check..... money order..... (or bill me).....

Firm..... Name.....

Address.....

Man-Handling Materials

When you handle rough or sharp materials, wear leather gloves to protect yourself from cuts and scratches. Keep them in good condition. And don't fool yourself by wearing gloves with holes or tears in them.

Wear safety-toe shoes in case you drop something on them. Saves your toes and that's important in this game. Wear safety goggles, too, when you handle cement, sand, or other stuff that may get into your eyes.



There are five good rules listed in this column to observe in handling materials which are rough or sharp, or have to be lifted.

You may have a lot of lifting to do. To keep from getting a strain from lifting, follow these rules:

1. Size up the load. Decide how you can grasp it, how heavy it is, and whether or not you need help to lift it safely.
2. Obtain secure footing. See that there is a place to put your feet so they will not slip or twist as you lift the load.
3. Place your feet close to the object to be lifted.
4. Bend your knees and squat down, keeping your back straight and as nearly verticle as possible.
5. Lift with your arm and leg muscles, keeping your back straight.

When you pile materials, see that you have a level, sturdy base. As you stack them, cross tie them by overlapping the joints, or place strips of wood or other material (called dunnage) between the layers of materials. Any materials piled over 4 feet high should taper in toward the center of the pile. A safe piling rule is that no materials should be piled over 7 feet high, by hand. When taking materials off a pile, take them from the top first so the pile won't topple over.

"DO'S" and "DON'TS"

(Continued from Page 22)

home in the morning. But both will almost always be there just before dinner time. If I'm there too, then I'll catch them and I'll probably do fine with them because few other canvassers will have gotten to see them.

5. **DO see my best leads first in the evening.** Some salesmen save their best leads until last in a busy evening. I don't. I know that if I land the first sale, I'll be "up" for the next. If I miss the first, I won't be and my attitude may change enough so I'll miss the one I thought safe.

6. **DO set the stage for my demonstration.** During my demonstration I am the star of the show. I should control it at all times. I should know my "lines." I should have my "props" ready. I should put on a good show.

7. **DO be enthusiastic about what a bargain my product is.** My prospects must feel that they are making a wise purchase. How can they feel that way, if I don't show them that it is through my words and my enthusiasm?

8. **DO save strong points for the close.** A good play builds up to a climax. My demonstration should build toward the close. If I bring up all the sales points early in the discussion, I'll have nothing left to swing the sale my way when it's time to get that ink on the dotted line.

9. **DO use movement, word pictures, illustrations and stories in my demonstration.** To develop interest in my product, I have to hold the interest of my audience. I can't do that if I give a dull, lifeless performance.

10. **DO picture myself as a successful salesman.** I must convey to my prospects that things are going fine with me. That means to them that people are buying from me. That means that my prospects will be making a decision that many others have made and therefore it is likely to be a wise one they'll think.

10 "DON'TS"

Part II

Coming Next Month

The Kettle with Flash-Proof Flues

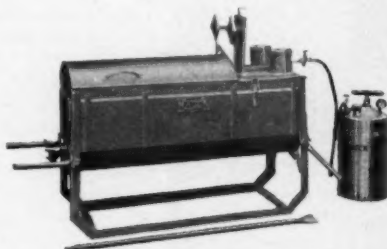
SPEED-MASTER

Gives You More "Hot Stuff" Faster—
For Half the Fuel



Trailer Kettle on Pneumatic Tires (above);
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in 55, 80, 115 and 165 gals.

The Hauck "Speed-Master"—the acknowledged leader in kettle design and performance—doubles your output, cuts fuel, labor, melting and cleaning time in half. Investigate these outstanding kettle features.



Skid Type Kettle—in 40, 55, 80, 115
and 165 gals. capacity.

- ✓ Internal Tube Heating for faster melting and easier cleaning.
- ✓ Improved Well Type Burner for horizontal firing and close flame control.
- ✓ Flash-Proof Flues—double walled to prevent "run-away" temperature and reduce flashing.
- ✓ All Insulated Kettle for comfortable operation.
- ✓ Quick-Delivery Cock for faster draw-off.
- ✓ Other Hauck Features — arched cover; protection for burner and flues; fully equipped fuel tank; full-length steel chassis; semi-elliptical springs on trailer kettles; etc.

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Cold process is coming in strong, more popular than ever. For lifetime roofs and long lasting repairs RUBERTITE will answer every purpose



MINERAL RUBBER RUBERTITE

in roofing and waterproofing. When properly applied RUBERTITE can be guaranteed for the life of the building. We stand behind the applicator's guarantee.

Territorial Franchises are now open everywhere to Roofers, Jobbers, and Dealers. Write today for full information and Pittsburgh Testing Laboratory Report.

COLD PROCESS ROOFING PRODUCTS

7230 N. E. Miami Court

MIAMI 38, FLORIDA

ROOFING YARN

ALL TYPES—Several Grades

Cut Lengths

(As illustrated)

Roofing MOPS

(Complete with handles)

TOP QUALITY

Reasonable
Prices

Immediate
Shipment

WRITE TO

JOHNSON PRODUCTS CO.

MEMPHIS, TENN.

Manufacturers of Nationally
Known JOHNSON Brooms & Mops

INSIDE OUTSIDE on ALL sidewalls install "MIDGET" LOUVERS

... for efficient ventilation
... easy installation
... extra profits

Prevent condensation and moisture blistering by using "Midget" Louvers on flatroofs, eaves and soffits, unexcavated areas, gables, etc. The new "LD" series "Midget" Louvers are especially designed for interior installations—and on the exterior in places where structural characteristics shield the louver from the elements.

All "Midget" Louvers are made entirely of rust-proof aluminum in 5 convenient diameters and are easily installed by drilling a hole of proper diameter and tapping gently into place. "Midget" Louvers also have built-in screens to keep out insects.

the MIDGET LOUVER Co.
8 WALL STREET • NORWALK, CONN.

Brooklyn Contractor's 2-in-1 Deal

(Continued from Page 21)

these calls are all received at the home office in Brooklyn, though they may be dialed at Bronx or Queens exchanges.

For the sake of good-will, as well as for its distinct advertising value, ads are placed in community papers, and local church and veterans organization bulletins.

Learns of Changed Ownerships

One method of canvassing that has paid dividends is the result of Mr. Chapman's discovery that you can subscribe to a service by the year which gives you the names and addresses of all homes which have changed hands as the change takes place. The reasoning is logical: when a new owner takes over a home he will want to make repairs to bring it into the best possible shape. These new owners of older homes are personally canvassed—with excellent results.

Direct mail also has its place in the N. Y. Bondstone Company's advertising set-up. Homes in neighboring areas are frequently circularized.

To catch the trade that is already interested, but hasn't made up its mind as to the type of material wanted, the firm has ads strategically placed in five places in the classified telephone directory. The home-owner will find New York Bondstone's ad whether he looks it up under stone siding, insulating siding, roofing, insulation or weatherproofing. Chapman thus takes advantage of his diversified operation by corraling his customers no matter from what direction they may start their search for modernization materials.

Novelty of approach does not stop with just contacting the prospect. Every salesman is equipped with a special three-dimensional projector and a case of photo slides which show in full natural color recently completed jobs on homes near where the prospect lives. This is a constantly replenished and fairly expensive project. As soon as a new job is finished Mr. Chapman calls in his contact photographer, who then makes stereopticon slides of the home. As soon as completed the slides are added to the kit of the salesman working that territory, so he can have them immediately available for the home-owner the next contacts. Mr. Chapman has found that this expense amply re-

pays itself in a steadily increasing volume of business.

Application of Simulated Stone

The season for "man-made stone" lasts about nine months a year, according to the firm's president. Spring is the best season, followed by fall and summer in that order.

Of N. Y. Bondstone's 100 or so employees about 50 are stone men. Men

STONE SURFACE YOUR HOME
FOR GREATER BEAUTY PERMANENTLY

The N.Y. Bondstone Corp. makes Stone & Marble Surfaces on exterior & interior walls. Application of the best of modern methods.

Marble, Stone, Natural Building or other material in exterior & interior walls. Can be applied over any surface. No need to remove existing stone, etc.

LET US SHOW YOU HOW LIGHT THE JOB WILL BE! UNCONDITIONALLY GUARANTEED FOR 10 YEARS

For FREE Estimates & Booklet

N.Y. BONDSTONE CORP.
175 WEST 107TH STREET, NEW YORK 25, N.Y.

Phone Any Hour, Day or Night
BROOKLYN 8-2633 | JAMAICA 8-5838
OPEN HOUSE

1000 BROOKLYN BLVD., BROOKLYN, L.I.C.
BROoklyn 3-4720 | FLEETSTONE 7-4267
BRANCHES OF JOHN-BONDSTONE CORP. IN SEVERAL

Typical half-page advertisement used in Long Island newspapers by Chapman. Note phone numbers for four widely separated areas. All phones connect with the central switchboard at the Brooklyn headquarters.

who have some previous experience in the skilled building trades, such as plasters, brick men, roofing and siding mechanics and even carpenters are usually sought for training in stone work, since it requires some aptitude.

Surprising though it may seem, Mr. Chapman has had considerable success with college men as actual applicators of the material. So lucrative have these college men found the work that they prefer it to the incomes they might earn at white collar workers working the year round.

The company guarantees its simulated stone product unconditionally for 20 years. They back up their guarantees by providing instantaneous service for all kinds of complaints. Two trucks and four men are kept constantly busy doing nothing but emergency and service jobs. Their work includes many repair jobs on work which other firms have done,

that are required by the customer in a hurry.

\$100,000 Home Done in Stone

Mr. Chapman is particularly proud of a challenge he answered in the form of a job well done and a highly satisfied customer in one of the most exclusive sections of Brooklyn. The homeowner in question had seen N. Y. Bondstone's "ad" and phoned to have a salesman come in. His home was in the \$100,000 class on a fine piece of property set back on a well-landscaped terraced lawn. The home overlooks part of the New York Harbor area, known as The Narrows.

What was needed was a type of siding modernization which would be appropriate for the home and blend in with the neighborhood.

The homeowner's architect was present when the salesman for New York Bondstone arrived. He was of the opinion that the man-made stone would not blend with the type of home involved. The home was faced with a stone and brick combination, in a modified English style. The bottom of the house is all finished brick 12 feet high that skirts out into a finished stucco float with all-brick trim around the windows.

The salesman outlined a program with two important conditions:

1. The over-all price would be \$4600.
2. The contract did not have to be paid if the owner was not satisfied.

Chapman was ordered to go ahead with the injunction that the lawn was not to be ruined, and dirt was not to accumulate around the house while application was in process. This stipulation made it impossible to strip the stucco float as this would have surely ruined the lawn.

After examining every possibility Mr. Chapman hit upon the idea of using a "plunging hammer," a special device which can be worked by hand to "shoot" bolts, bullet-fashion into the wall. "The house," says Chapman, "was clean as the interior of a living room when we got through." Literally hundreds of the "bullets" were used, and the stone material was "hung" from them.

The homeowner was very happy with the results, and the architect himself admitted that the simulated stone

...for every caulking job



To keep heat in (or out)—to seal all openings around glass, shingles, to seal nail holes . . . and for every other job where caulking is required—use CALBAR CAULKING COMPOUND—it's ELASTICIZED! Non-hardening, non-staining and adhering perfectly to ANY surface, it is conveniently available in a complete line of grades for knife or pressure gun . . . and a full selection of colors, including Calbar Aluminum Caulk-O-Seal for Aluminum Siding and Storm Windows.



CALBAR PAINT & VARNISH CO.

Manufacturers of Technical Products

2612-26 North Marsha Street,

Philadelphia 25, Pa.

Write for the name
of your nearest distributor

Here is the handiest, easiest-to-use, neatest offset ladder bracket you've ever seen. It will save you time, labor and money; it's safer!

STEADFAST LADDER & SCAFFOLD BRACKET

Helps You 2 Ways:

1. Offset ladder rolls from sidewalk, gutters, cornices, etc.
2. In pairs they make an easily assembled scaffold support.

Over 4,000 In Use

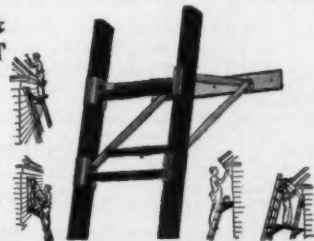
Order from distributor or direct. Write for folder. Money back if not satisfied.

Distributors: Territories Open!

WRITE FOR LITERATURE

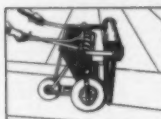
STEADFAST EQUIPMENT CO. 878 Franklin Ave., Thornwood, N. Y.

Helps You 2 Ways!



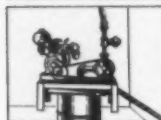
*You Can't Be HALF-HEARTED
about adopting COST-CUTTING IDEAS
Today's expenses will eat up all profits*

MATT ROOFING EQUIPMENT
Is The Logical Answer
IT HELPS YOU DO A BETTER JOB and MAKE MONEY.



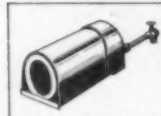
FELT LAYER

Mops and lays in one operation 125 to 150 squares (3 ply) a day with only 3 men! No fish mouths—no windy day layoffs—no waste of "hot stuff." Individually adjustable for strip mopping or tacking.



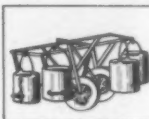
"HOT STUFF" PUMPS

No time lost waiting for hoisting. Always a constant supply of "hot stuff" for the men on the roof. Material in kettle is constantly agitated by circulation, thereby preventing overheating and carbonization of kettle tubes.



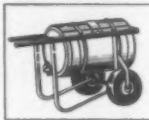
COIL-LESS BURNER

There are no coils—simply a heavy steel manifold for vaporizing oil. Eliminates 95% carbon trouble—no troublesome coil-clogging. Guaranteed for two years.



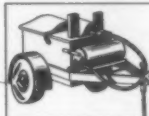
"HOT STUFF" CARRIER

No more carrying buckets long distances — wheel them on 4.00x16 tires and avoid the danger of spilling or splashing "hot stuff."



"HOT STUFF" BUGGY

A 30-gallon capacity buggy to be used with the pitch pump outfit or can be equipped with chains for hoisting intact with an "A" Beam. Really speeds up a roofing job.



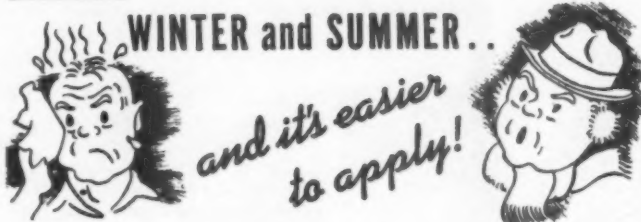
MATT-MASTER KETTLE

Matt "Heat-Hold" Kettles are made in various sizes up to 600 gallons capacity. Made in either skid or 2-wheel types, pneumatically fired. All Matt Kettles are equipped with the famous Matt Coil-Less Burners.

SEND FOR CIRCULAR DESCRIBING ENTIRE LINE

MATT COIL-LESS BURNER COMPANY
4015 W. LAKE STREET • CHICAGO 24, ILLINOIS

BETTER CAULKING PROTECTION



PARALASTIC® CAULKING COMPOUND seals perfectly. It gives superior protection against weather and against heat losses. AND . . . builders, insulators, water-proofers, weather-strippers, and asbestos and brick siding applicators acclaim PARALASTIC as ideal in working characteristics. IT'S EASY TO APPLY!

PARALASTIC in BRILLIANT WHITE blends perfectly with White Asbestos Siding . . . eliminates matching headaches on usually difficult jobs.

PARALASTIC is also available in Natural, Buff, Gray, Green, Red and Black. Write today for information and FREE GUN OFFER.

SOLD BY LEADING JOBBERS

(A few jobber territories still open)

*Reg. U.S. Pat. Off.



IT ISN'T INSULATED UNLESS IT'S CAULKED

PARALASTIC PRODUCTS CO. INC.

122 EAST 42nd ST., NEW YORK 17, N. Y.

blended in so perfectly with the original stone that the difference was unnoticeable to the unpracticed eye, and the design of the home was not hurt at all. Now, says Chapman, the whole neighborhood is becoming "man-made stone" conscious.

Chapman believes in association activity. He is a member of Nersica, the Chamber of Commerce of Flatbush, and numerous fraternal and social organizations in his local area. His active leaders in the firm besides himself include Robert Shearer, General Manager, and Edward Del Akula, who is in charge of actual construction operations.

Correct Application

(Continued from Page 18)

making temporary repairs.

If the wind tore roofing from the deck exposing the roof deck underneath, temporary repairs should be made immediately to prevent further damage to the roof and to the interior of homes and buildings until permanent repairs can be made by a competent and experienced roofer. Asphalt roll roofing, wood lath, lap cement, and a few roofing nails, available from local dealers, will do the job.

Either 90-pound mineral-surfaced or 65-pound smooth surfaced roll roofing can be used. This is what you do:

1. Insert the upper edge of the roll roofing under the tabs of the second row of shingles above the damaged area. Then raise the shingle tabs and nail down the roll roofing, letting the tabs fall back in place to conceal the nail heads.

2. Place wood lath over the roll roofing at the ends or sides of the patch strip, and drive nails approximately every 4 inches through the lath into the deck.

3. At the bottom, apply a strip of lap cement two inches wide between the roofing material and the shingles. Then drive in nails every three inches through the cemented area.

Few roofs were so badly damaged that complete re-roofing was called for. Generally, the Bureau reports, damage was limited to a few torn or missing shingles which can be easily and inexpensively replaced. Serious damage was generally confined to roofs so old and weather-worn that they were about due for replacement, or the roofing had not been properly applied.

As a guide in making repairs, the Asphalt Roofing Industry Bureau offers a free booklet, "How to Repair Asphalt Strip Shingle Roofs."

Do Good Job On Attic Rooms

Many young couples who purchased small homes with unfinished second floors and attics—like hundreds of thousands constructed since the war—now are rearing families and must have additional living space.

This can be obtained by completing rooms in the finished part of the house. But the young home owner, even though burdened with mortgage payments and the expense of raising his family—no small item at today's prices—is cautioned against attempting a make-shift job.

Building contractors point out that rooms completed in the unfinished area of the home become a permanent part of the home. They explain that while undertaking the work as if it were a temporary project may seem to be economically advisable at the moment, it is almost certain to prove costly in the long run.

The dangers of doing work in a haphazard manner are infinitely greater if plumbing is required. Installations should be made in full compliance with municipal codes, using only materials of good quality.

Siding Racket

(Continued from Page 26)

of all reason. Even the price finally inserted in the contract is far too high for the job.

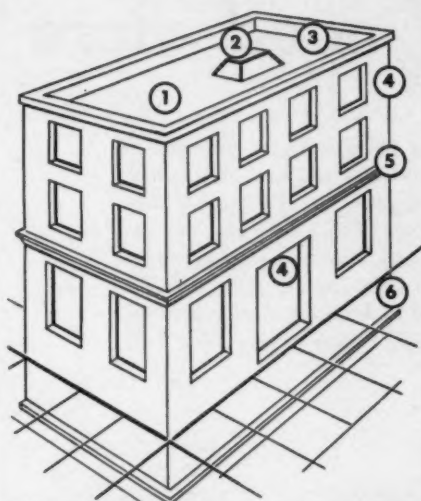
"4—The salesmen are itinerant, free-lance brokers who are not responsible for the job. The one who masquerades as a factory representative is in no way connected with a legitimate factory.

"5—The contract fails to call for specific brands or qualities of materials and workmanship.

"6—This high-pressure method of selling influences a homeowner who at first desires only a paint job into signing a contract for a siding job which may be out of all proportion to the value of his home and may cost much more than he can afford to pay."

Mr. Weber said that in one case where the "factory" price quoted was \$1270, inspection by a competent siding contractor showed that \$693 would be a top price. In another case, he said, the quoted price was \$1700 while a contractor estimated \$810 as to top price.

All Through The Building



PROFIT
OPPORTUNITIES
with
KARNAK
Roofing and
Waterproofing
FABRIC

1. Roof
patching
2. Skylight
flashing
3. Parapet
flashing
4. Window
and Door
flashing
5. Cornice
flashing
6. Foundation
water-
proofing

KARNAK means PROFITS

KARNAK is the packaged membrane fabric that's thrifty. There's no waste . . . use it down to the last inch. Easy to handle, easy to store, always stays in perfect condition.

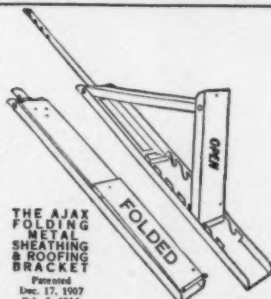
KARNAK reduces labor costs, too. Unrolls smoothly in all weather. It's easier, faster to apply.

There is a KARNAK asphalt product for every need, to meet every specification.



Write TODAY for Illustrated
Specifications Book!

LEWIS ASPHALT ENGINEERING CO.
30 Church St., New York, N. Y.
Manufacturers of Asphalt Specialties for 25 Years



THE AJAX
FOLDING
METAL
SHEATHING
& ROOFING
BRACKET
Patented
Dec. 17, 1907
Feb. 2, 1915
Apr. 21, 1925
Aug. 9, 1932

AJAX No. 1

AJAX Roofing Brackets

MAN-size — Superefficient

ALL STEEL — Unbreakable

AJAX Building Bracket Co.

1551 Rydal Mount Rd.
Cleveland Heights 8, Ohio

To Make More Money You need more Facts

Check the boxes opposite products or services about which you want information. Fill out the coupon. You will receive FREE the latest BOOKLETS, catalogues, information and details from the manufacturers. Do it NOW while you are going over the list, and send to American Roofer & Siding Contractor, 425 Fourth Avenue, New York 16, N. Y.

Check Item and
Send Coupon

Fill in—Tear off—and Mail

June, 1951

American Roofer & Siding Contractor
425 Fourth Avenue
New York 16, N. Y.

Send me facts on the items checked.

- ☐ Aluminum Roofing
- ☐ Aluminum Siding
- ☐ Asbestos Cement Siding
- ☐ Asphalt Roll Roofing
- ☐ Asphalt Shingles
- ☐ Asphalt Siding
- ☐ Brackets, Ladder
- ☐ Cant Strips
- ☐ Caulking Compounds & Guns
- ☐ Caulking, Pre-Moulded & Closures
- ☐ Cutters, Shingle & Siding
- ☐ Cold Process Roofing
- ☐ Decks, Asphalt Plank
- ☐ Felt Laying Machines
- ☐ Gutters, Eaves Trough, Leaders & Downspouts
- ☐ Hoists & Derricks
- ☐ Hot Stuff
- ☐ Insulation, Board
- ☐ Insulation, Blown
- ☐ Insulation, Sprayed
- ☐ Kettles
- ☐ Knives, Roofing
- ☐ Ladders
- ☐ Louvers
- ☐ Membrane Fabric
- ☐ Mops & Yarns
- ☐ Plastic Waterproofing
- ☐ Saws, Electric & Guns
- ☐ Scaffolding
- ☐ Simulated Stone Siding
- ☐ Spray Equipment & Pumps
- ☐ Tools, Catalogs of
- ☐ Waterproofing, Liquid

Other Items _____

Name

Firm

Position

Address

Modernizing Farm

(Continued from Page 20)

exterior gleam, while grey asbestos-cement siding gave the proper architectural balance to the foundation portion. An asphalt shingle roof was installed over the leaking age-old cedar singles—the interlocking feature providing long-lasting protection against wind or driving rain.

Finally, to complete the harmony of the exterior, a new coat of paint was used on the exterior trim and the Blasi's had a home which was a real credit to the community.

The point which made the sale of this job possible is that the general

contractor and the sub-contractor insisted that a small amount of re-modelling had to be done. They knew that the materials would technically make the home liveable, but the addition of the upstairs windows, the false dormers and the portico made the home come awake after a long sleep.

The whole job was done for \$3,600, with the remodeling accounting for \$1,700 of the total—a small amount indeed for the amazing rejuvenation of this Original California home—made possible by modern building products and paint.

Photos & Data Courtesy Pabco Products, Inc.

Wire Brushing Unnecessary When Painting Metal Roofs With Zinc

Wire brushing of rusty galvanized roof, preparatory to painting with metallic zinc paint, appears to be economically unsound as well as time-consuming and laborious, according to actual farm tests recently concluded by the American Zinc Institute. Instead, its field engineers report, thorough brushing with a stiff-bristled fiber push broom to remove loose rust and scale gives a surface on which a single coat of the zinc paint—brushed or sprayed—will endure five to six years in ordinary rural atmospheres, two coats for 12 years or more.

Perfect preparation of the surface, which is compulsory in most painting operations, would require wire brushing, but years of MZP testing in normal roof exposure in midwest states proves that the results are only slightly better, if any, than those obtained with an ordinary barn broom. Certainly it appears that wire brushing fails to increase service life enough to justify the added expense in time and labor.

A typical result: the southern exposure of an extremely rusty barn roof in Vincennes, Ind., was divided into two sections. One was steel-brushed, the other brushed with a broom, and both were given two sprayed coats of MZP. Seven years later, the difference in the condition of the two sections was almost indiscernible.

It is theoretically best to paint farm building roofs of zinc-coated corrugated steel before actual rusting begins—when dark areas are first observed here and there over the surface. With

ordinary roofing, this appearance will develop usually after 10 to 12 years' service. However, Institute engineers generally recommend painting when 10 per cent of the surface has weathered sufficiently to show rust. If only spots of rust have developed, given them a coat first, then paint the entire surface.

When Best to Paint

Best time to paint is in warm, dry weather when the paint will spread well and dry readily. Paint should not be applied when rain is threatened, or when the surface is damp with dew.

Hand brushing is the simpler and quicker method for small jobs. Paint may be brushed out, but the thicker the film (so long as the paint does not run) the longer the life of the zinc coating whose function is to protect the steel sheet.

Where areas of several hundred square feet are to be painted, spray painting is preferable, though coverage will be about 25 per cent less than that gained by brushing—some 450 to 600 square feet per gallon sprayed. Pressures of 75 to 80 psi should be used on the paint line, because the paint is being elevated to roof height. Then, for proper atomization, 100 to 120 psi should be applied to the air line.

For best results, an external-mix gun should be used—the type which brings the paint out through a center orifice, and applies air under pressure around it. Trigger the gun at the end of each stroke to avoid piling up the paint in uneven laps.

CONNERY'S ROOFING KETTLES



Connery, one of the oldest manufacturers, offer modern oil burning kettles of superior design for heating tar, pitch and bituminous material.



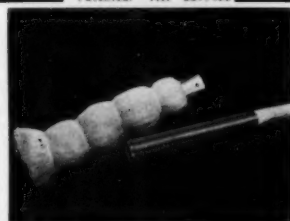
Write for catalog showing our full line of bottom fired and tube heating kettles, buckets, dippers, etc.

CONNERY CONSTRUCTION CO.

2nd & Luzerne Sts.
PHILADELPHIA 40, PA.

TARZAN

Patented. No. 2299480



HELPS YOU MEET COMPETITION

Tarzan, the finest roofer's mop, costs you less than "rolling your own" . . . you can now have the best and actually save time, effort and money!

Tarzan Is Designed for Faster, More Profitable Roofing

You can order a limited supply of Tarzan permanent handles, and slip on a new head in a few seconds right on the job. You're never without a good mop and you save time and labor costs.

Tarzan mops are made to your specifications. WRITE TODAY for prices, samples and illustrated folder.

Founded in 1900
**American Associated
Companies**
P. O. Box 4056
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Manufacturers & Distributors

Everything for Roofing and
Waterproofing

CAULKING COMPOUND
ALUMINUM PAINT
BITUSTATIC CEMENT
ROOF COATINGS & CEMENTS
INSULATION
ROLL ROOFING—FELTS—
PITCH—ASPHALT—COAL TAR
COPPER—GALV. IRON

Insist on Genuine Durez Products

METROPOLITAN
ROOFING SUPPLIES CO., INC.
286 East 137th St., New York City



CLASON SNOW GUARDS

For new Slate Roofs, Spanish Tile
Roofs, Old Slate Roofs, Flat Tile
Roofs, American Method Asbestos
Shingles and French Method Asbestos
Shingles and for Metal Roofs.

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**THE M. N. CARTIER
& Sons Company**

275 Canal Street, Cartier Building
Providence, R. I.
Write us for Roofers Wholesale Prices

**Gives Siding Jobs Improved
Protection and Appearance**



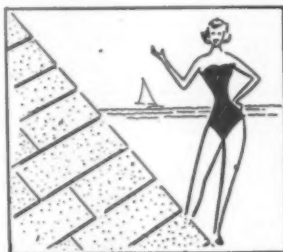
On every Asbestos Siding job, where appearance is essential, you can save valuable time, simplify fitting of corners and along window and door frames, give added protection, by using individual zinc corner strips. . . . Made of oxidized zinc . . . will not stain. Lengths suitable for any Asbestos Siding Shingle. For complete details write

BUGHER MANUFACTURING CO.
Formerly **DOUBLE GRIP BRASS CLIP CO.**
311 S. Main St. Kokomo, Ind.

Granules to Asphalt Roof Like Lotion to Sun Bather

Sun-bathing can be a harmful rather than healthful pastime if the skin isn't properly protected from the sun's burning rays.

When the pretty girl at the beach rubs sun tan lotion into her pores, she does so with the hope of gaining a deep, luxurious tan. The primary purpose of the lotion, however, is to prevent the sun's rays from drawing out the natural oils in the skin. Depletion of these oils causes the skin to dry out, burn and blister.



For a similar reason, asphalt shingles wear a protective coating of mineral granules—hard, opaque particles of stone which prevent the actinic rays of the sun from evaporating the oils out of the asphalt. These granules seal in the oils and enable asphalt shingles to give longer years of service, providing a shield against the merciless beating of the torrid sun—worst enemy of the roof.

The tiny granules also make it possible to produce shingles in a wide range of colors and blends.

Blended Color Job

(Continued from Page 26)

downspouts, the roof was weathertight for years of service.

The only chimney in use was taken down to roof level and rebuilt. Two other chimneys were removed.

Remodeling of the interior was extensive, including modernization of the kitchen and bathroom, construction of a new workroom, closets and book cases, installation of new plumbing and heating, wiring and other improvements.

This farm family now enjoys a fine home with all the conveniences and comforts that an all-new, but much

"Buy from Frey"

TOOLS
FOR THE ROOFER

Frank P. Frey & Co.

2634 W. MADISON STREET
CHICAGO, ILL.

ROOFERS MOP YARN

Duck — Denim — Cable Cord
White Slasher — Soft Slasher

Samples on Request

E. L. HILTS & CO.
Box 2384 Hickory, N. C.

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Anything You Need

ALL STATES ROOFERS SUPPLIES
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Cable cord — linen — rayon cord — duck soft
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City..... State.....

more expensive house would provide. Modernization can be financed easily because of the government's liberal credit policy with respect to home repairs and improvements. The Federal Housing Authority insures such loans by banks and other lending institutions.

44 Per Cent Increase In Loans Last Year

Loans amounting to the record figure of \$5,237,000,000—44 percent more than in 1949—were made by the nation's savings and loan associations last year, according to William K. Divers, Chairman of the Home Loan Bank Board. About three fourths of this total was to finance the construction or purchase of homes.

The combined assets of savings and loan associations now total nearly \$17,000,000,000, following a growth of 16 percent last year.

Replace Roof Before Leak

The time to put a new roof is before the first leak develops in an old roof.

Citing the old adage that an ounce of prevention is worth a pound of cure, roofers point out that the cost of repairing cracked walls and ceilings, and of repainting and re-papering is often greater than the cost of applying a new roof. Periodic inspection by a competent contractor of a roof which has given years of trouble-free service is the best and most economical way to prevent damage.

Spring or Early Summer

Spring or early summer, following the battering of winter's winds, snow and ice, and before mid-summer's heavy rains, is a good time to have the roof inspected and, if necessary, to have new roofing applied.

When leaks occur in a localized area—as a result of damage from a fallen tree limb, for example—it may be possible to repair the roof, provided the roofing material isn't old and weather-worn. Generally, however, roofing tends to wear out evenly, and the first leak is an indication that more soon will develop. Consequently, patching an old roof seldom is recommended.

As pointed out by H. R. Snoke of the National Bureau of Standards, "there comes a time in the life of a roof on every permanent structure when it is no longer practicable or economical



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to effect repairs. When that time comes, re-roofing is the only solution.

In re-roofing, it is advisable to select a material which can be applied over the present roof, such as fire-resistant asphalt shingles which now fill about 90 percent of the nation's roofing requirements. This eliminates the inconvenience and muss—as well as the expense—of removing the old roof before applying the new asphalt roof.

Apply Wood Shingles

(Continued from Page 25)

of wood at every point, to insure complete freedom from leakage in heavy rainstorms.

Sidewalls

In new sidewall construction, either tight sheathing or spaced sheathing is used, although tight sheathing is more widely accepted. In mild climates, however, sheathing spaced apart on centers equal to the shingle exposure and shingled with red cedar shingles provides a very satisfactory and inexpensive wall. Building paper should be used with such construction, either between the shingles and sheathing or between the sheathing and studding. Not only is spaced sheathing satisfactorily used on residences in mild climates, but it is also effective for use on certain types of garages, implement sheds and other structures where protection from the elements is a major factor.

—American Builder

News

(Continued from Page 28)

a business under today's abnormal conditions, Mr. Backstrand said that management "must not be thrown off its course by short term events, and above all, it must keep planning for the long-range future. . . . One of the greatest hazards that we all face during a period like this is a temptation to allow every crisis to provide another excuse for a failure to plan ahead."

What's New

(Continued from Page 27)

and new exterior designs in home building. The new width of exposed shingle is 11½", a dimension decided upon as a result of market research studies by the Bird laboratories at East Walpole and at their Chicago plant.

Each plant is manufacturing this new design in colors selected on the basis of known consumer preferences in each plant area. The Chicago plant's Narrow Shake colors are Pearl White, Ivy Green, Havana Brown, and Dawn Gray. Bird's East Walpole colors are Birch Gray, Forest Green, and Pilgrim Brown.

CLASSIFIED ADVERTISING

Under this heading classified advertisements are accepted at the uniform rate of 12 cents a word, but no advertisement taken for less than 20 words with a minimum charge of \$3.00; 3 months at 10c per word per insertion. Check or Money Order must accompany copy of Classified Ad. Advertisements soliciting dealers or distributors, or new products for sale, not accepted in classified section. Address all communications to Classified Department, AMERICAN ROOFER, 425 Fourth Avenue, New York 16, N. Y.

HELP WANTED

MANAGER TO TAKE full charge of built-up roofing dept. Best proposition to man that is not afraid to work, including percentage of net. We have been in business over 20 years, only one other bonded roofer within 60 miles. Write for appointment or apply in person to Sandusky Roofing Co., Sandusky, Ohio.

SALES MANAGERS WANTED: We have openings for ambitious and experienced salesmen in the simulated stone field . . . men capable of training sales crews and handling complete sales organizations for established Bondstone dealers. Excellent salaries and commissions plus partnerships. Emco Cement Products, Inc., Shamokin, Pa.

SITUATIONS WANTED

MANAGEMENT OF ROOFING contracting business featuring commercial and industrial work, any volume, desired by party thoroughly capable and trustworthy. Replies will be held strictly confidential. Write Box No. 251, American Roofer & Siding Contractor, 425 Fourth Avenue, New York 16, N. Y.

FOR SALE

ROOFING AND CONSTRUCTION COMPANY For Sale. Established over 30 years in the Northern Ohio district. Due to an unusual amount of illness, there is a lack of the necessary operating capital. This fact holds us down to being able to do only about 20% of the work we could be doing. It has great possibilities and we have already had three \$1,000 profit days in roofing alone since January, 1951. Present management would work with you in construction and sales department, if desired. Box No. 249, American Roofer & Siding Contractor, 425 Fourth Ave., New York 16, N. Y.

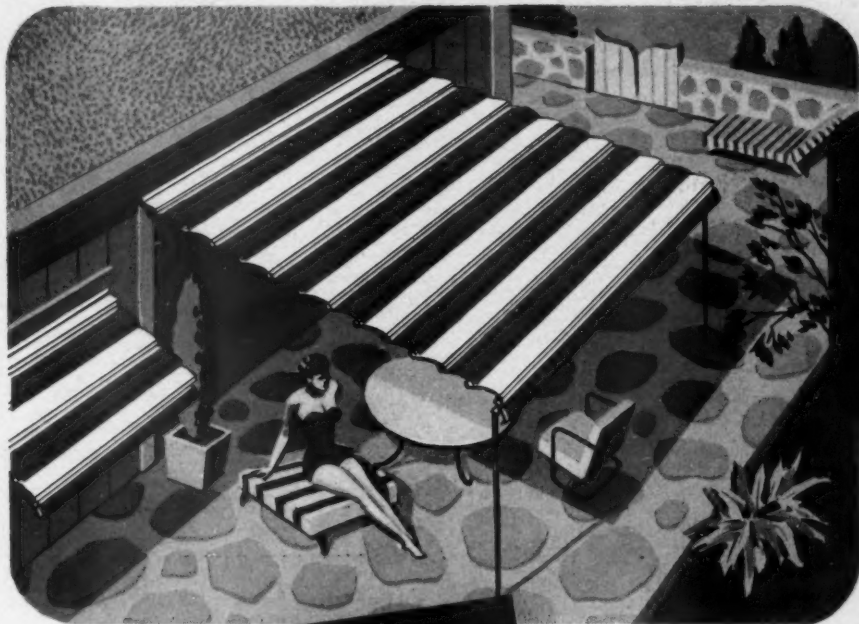
ROOFING BUSINESS INCLUDING five room residence, warehouse and property on highway U. S. 31 for sale. Property consists of 635 ft. on highway by 500 ft. lot, well located, serving two towns. Business has shown a consistent profit and is wide open to a sheet metal business. Grounds are beautiful, consisting of numerous shrubs, 500 white pine trees, walnut trees, apple orchard and one acre of berries. Owner retiring; favorable terms. Price, \$20,000; \$8,000 down. Write, phone or wire P. J. Erlebach, Saugatuck, Michigan. Sole owner. No Brokers please.

BUSINESS OPPORTUNITIES

MANUFACTURERS' REPRESENTATIVE SEEKS roofing and siding products, New York and surrounding territory. Write Box 241, American Roofer & Siding Contractor, 425 Fourth Ave., New York 16, N. Y.

WANTED: MANUFACTURER'S REPRESENTATIVE now selling roofing products to distributors in the state of Ohio who would be interested in taking on a line of Mop Varns. Liberal commission paid. Box 246, American Roofer & Siding Contractor, 425 Fourth Ave., New York 16, N. Y.

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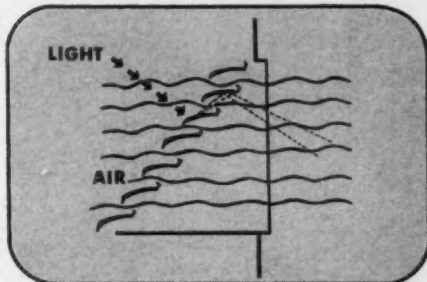
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